FOR THE COIN-OP ENTERTAINMENT INDUSTRY

September 1987

PLAY·METER

DARK ADVENTURE™

"PROFIT BY THE EXPERIENCE"

- 3 PLAYER INTERACTIVE
- BUY IN FEATURE
- CONTINUATION FEATURE
- DEDICATED U/R

KONAMI

KONAMI INC. · 815 Mittel Drive · Wood Dale, IL 60191
Phone: (312) 595-1443 Fax: (312) 595-2973 Telex: 6871385 KONAM UW

KONAMI® is a trademark of Konami Industry Co. Ltd. Dark Adventure™ is a trademark of Konami Inc. ©1987 Konami Inc. All rights reserved.

PLAY·METER

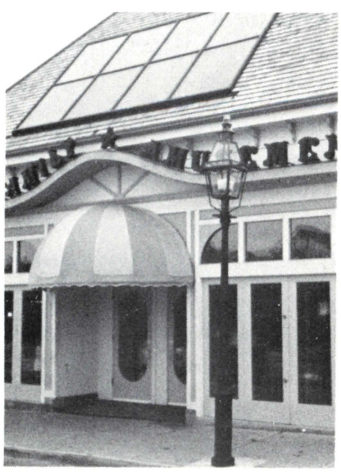
MONTHLY PUBLICATION OF THE COIN-OPERATED ENTERTAINMENT INDUSTRY

VOL. 13, NO. 9 | CONTENTS | SEPTEMBER, 1987

FEATURES

PAGE 58

PAGE 64



PAGE 70

On Target: Darts in a League All By Themselves **58**

League programs are special tools operators can use to win the loyalty of locations and dart players. Becoming involved in a league program allows operators to broaden their player base and collect extra income. Locations are happy because they benefit, too. In this article, Roger Sharpe outlines what is available from the major dart manufacturers and AMOA.

Organizing Leagues to Win Locations **64**

After reading in the previous story what is available to operators when they decide to become active in a league program, continue reading more about darts from the operators point of view. This story is about operators who have been successful with leagues and highly recommend them to other operators. It's not just for large operators--it can be advantageous for any operator willing to devote some time and effort.

Air Hockey is Alive and Well. **70**

Ten years ago, air hockey was proclaimed a casualty of a technologically advancing industry. Today, players are once again finding satisfaction in the sport. Find out why the game is making a strong comeback.

DEPARTMENTS

CALENDAR	4
LETTERS TO THE EDITOR	6
FROM THE EDITOR	10
GUEST COMMENTARY	12
COVER STORY	16
NEWS	35
OPERATORS TALK	48
MUSIC CHARTS	50
TEN YEARS AGO	55
COMPANY PROFILE	56
FRANK'S CRANKS	74
BUYER'S GUIDE WITH INDEX	85
PAY PHONE PICTURE	94
TAX TIPS	98
NEW PRODUCTS	101
CLASSIFIED ADVERTISING	101

On the cover: Romstar president Mr. Yasuki and vice president Rene Lopez stop the production line long enough to show our readers Romstar's new game, it's first dedicated piece, *Top Speed.*

PLAY·METER MAGAZINE

FOUNDER
Ralph C. Lally II

PUBLISHER
Carol P. Lally

EDITOR
Valerie Cognevich

MANAGING EDITOR
Bonnie Theard

ART AND PRODUCTION DIRECTOR
Margret Vincent

TECHNICAL WRITER
Frank Seninsky

CORRESPONDENTS
Irving L. Blackman
H. Richard Priesmeyer
Jeffrey Rosenthal
Roger C. Sharpe
Mike Shaw
David Snook

ADVERTISING ACCOUNT EXECUTIVE
Jim Miller

COMPTROLLER
John F. Lally III

CIRCULATION MANAGER
Renee' C. Pierson

ACCOUNTING
Carol LeBell

PLAY METER,September, 1987. Volume 13, No. 9. Copyright 1987 by Skybird Publishing Company. **PLAY METER** (ISSN 0162-1343) (USPS 358-350) is published once monthly on the 15th of the month. Publishing office: 6600 Fleur De Lis, New Orleans, LA 70124; **MAILING ADDRESS** P.O. Box 24170, New Orleans, LA 70184, U.S.A.; phone: 504/488-7003. For Subscriptions: 504/488-7003. Subscription rates: U.S. and Canada--$50. Advertising rates are available on request. **NO PART OF THE MAGAZINE MAY BE REPRODUCED WITHOUT EXPRESS PERMISSION.** The editors are not responsible for unsolicited manuscripts. **PLAY METER** buys **ALL RIGHTS**, unless otherwise specified, to accepted manuscripts, cartoons, art work, and photographs. Second-class postage paid at New Orleans, LA 70113 and additional mailing offices. **POSTMASTER** Send Form 3579 to PLAY METER, P.O. Box 24170, New Orleans, LA 70184.

THE CALENDAR

SEPTEMBER

17 18 19

33rd Annual West Virginia Music and Vending Association Annual Convention and Exposition, Wheeling, WV. Contact Leoma Ballard (304)949-3289.

25 26

The Michigan Coin Machine Operators Association Convention. Clarion Hotel, Lansing, MI. Contact Walt Maner, (517)372-2323.

OCTOBER

3 4

Utah Amusement Music Association annual state meeting, Salt Lake City Hilton. Contact Sherry (801)364-6172.

9 10 11

Pinball Expo '87. O'Hare Holiday Inn, Rosemont, IL. Flipp-Out '87 (pinball tournament) will be held during the show. Contact Robert Berk (216)369-1192.

9 10 11 12

MAA--AMOA New York City, 50th Anniversary Celebration at Kutsher's Country Club, Monticello, NY. Contact Judith Koppelman (212)245-7550.

10 11

Air Hockey Nationals at The Bank Saloon in Boulder, Colo.. Contact Mark Robbins at Dynamo (800)527-6054.

23 24

Amusement and Music Operators of Virginia annual trade show and convention, Cavalier Hotel, Virginia Beach, VA. Call (804)262-9283.

NOVEMBER

4 5 6

Nightclub and Bar Expo National Conference, Atlantic City Convention Center, Atlantic City, NJ. Contact Nightclub & Bar Magazine (601)236-5510 or (800)247-3881.

4 5 6 7

International Association of Amusement Parks and Attractions Annual Trade Show, New Orleans, LA. Call (312)766-0881.

5 6 7

Amusement and Music Operators Association (AMOA) Expo '87, Hyatt Regency, Chicago. Contact AMOA (312)565-4602.

5 6 7

Pay Phone Expo '87 East. Sheraton Bal Harbour Resort, Bal Harbour, FL. Contact Heidi Hagedorn at TeleStrategies (703)734-7050.

29 30 31 Nov.1

National Automatic Merchandising Association (NAMA) National Convention. Philadelphia Convention Center, Philadelphia, PA. Call (312)346-0370.

International Shows

OCTOBER 1987

5 6 7

JAMMA Expo, Ryutsu Center, Tokyo, Japan. Contact JAMMA (03)593-2563.

NOVEMBER 1987

13 14 15

FER '87, the Spanish Amusement Trade Show sponsored by FACOMARE, the Spanish Association of Amusement Machine Manufacturers, at the Alfonso XIII Palace of the Barcelona Fairgrounds. Contact Interwalia SA, Diagonal 474-08006, Barcelona, Spain. Pnone: (93)218 58 50.

24 25 26 27

Spain's Induferias '87. For information contact Induferias, Apartado 476, Valencia, Spain. Call 364 00 11.

APRIL 1988

6 7 8 9

The Arab International Toys, Games, and Amusements Trade Fair, Dubai, United Arab Emirates. Contact World Trade Promotions, Ltd., 19-21 High St., Sutton, Surrey SM1 1NF England. Telephone 01-642-7688.

PUT A Crick-Kit™ ON YOUR

Bull Buster & PUB TIME

ADD CRICKET & BASEBALL. . .
NO NEED TO REPLACE EXISTING GAMES!
LOW COST – HIGH R.O.I.

CRICK-KIT IS INCLUDED ON DELUXE MODELS

- **EASY TO INSTALL KIT**
- **LARGE, BRIGHT OVERHEAD DISPLAY**
  HIGH VISIBILITY FOR PLAYERS & SPECTATORS
- **EXTRA SCOREBOARD & MESSAGE CENTER**
- **EXCLUSIVE NEW GAME CREDIT SYSTEM**

PUT A CRICK-KIT™ TO WORK FOR YOU!

800 / 523-2760
215 / 639-4700

merit industries
P.O. Box 5004
Bensalem, PA 19020

© 1987

TOKENS

MINIMUM CUSTOM ORDER IS 1000 TOKENS.

HOFFMAN & HOFFMAN TOKENS ARE MINTED UNDER THE MOST RIGID QUALITY CONTROL STANDARDS. WE MATCH OLD WORLD CRAFTSMANSHIP WITH ADVANCED TECHNOLOGY. HOFFMAN & HOFFMAN HAS THE BEST PRICES, FASTEST DELIVERY AND HIGHEST QUALITY TOKENS IN THE NATION. YOU CAN BUY THE BEST TOKENS FOR LESS! *CHECK OUR PRICES AND SEE!*

CUSTOM TOKENS SHIPPED IN 10 DAYS

HOFFMAN & HOFFMAN
P.O. BOX 896, CARMEL, CA 93921
800-227-5813
IN CA 800-227-5814

MARDI GRAS PLUSH

FREE: 30″ Pink Flamingo to first time buyers

Are your locations complaining that the Plush "looks the same," let Bugs Bunny - Sylvester - Tweety Pink Panther - and Goofy Pick up your crane !

SPECIAL: **Lounge & Nite Club Pak Guaranteed to Increase Weekly Gross by 10% - 30%**

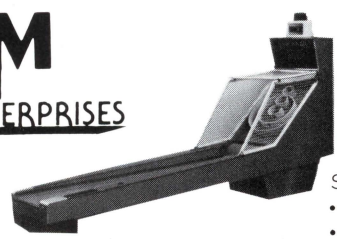
- **No More than 3 Identical Items per Gross**
- **You Choose the Average Price Per Item $.70 $.80 $.90 $1.00**
- **Same Day Shipments**
- **Mix Changes Daily**
- **Special Holiday Paks**
- **We Accept Visa and MasterCard**

MARDI GRAS PLUSH
4819 Downman Road
New Orleans, LA 70126
In LA 504-246-0419
Outside LA 800-443-9918

PRE-PAK CRANE PLUSH

TROY M ENTERPRISES

P.O. Box 216
Blacklick, OH 43004
(614)863-1795



SUPER BALL 87

STANDARD PACKAGE
- SOLID STATE ELECTRONICS
- FRONT ACCESS TO COMPONENTS
- REINFORCED CABINET
- BRIGHT CONTRASTING COLORS
- ONE BALL PLAY
- BUILT IN ACCOUNTING

ASK ABOUT OUR
- CUSTOM PROGRAMING
- CUSTOM LOGO
- CUSTOM COLORS

STANDARD 14FT.
MEDIUM 10FT.

FOR THE VERY BEST IN TARGET BOWLING
PUT SUPER BALL IN YOUR INVENTORY
PUT DOLLARS IN YOUR POCKET

LETTERS

AMOA clarifies statement

On page 42 of your July, 1987 issue, you reported first vice president, Walter Bohrer's address at the Ohio Coin Machine Association convention. In the article you stated that, "Bohrer informed operators that AMOA was making plans to hire a captive manager to run the affairs of the Association for a smoother running Association." This is incorrect and obviously was a misunderstanding on the part of your reporter.

Actually, Wally was reporting the fact that AMOA is studying the possibility of forming a captive insurance company and we have held some meetings on this particular subject. A captive insurance company owned by AMOA members, if it develops, is not related to the management of the Association as such.

I would appreciate your correcting this misinterpretation and error in the article. Thank you for your cooperation in this request.

William W. Carpenter
Executive Vice President
AMOA
Chicago, Ill.

Kiddie Rides

The article on Tom Dudley of Kiddie Amusements, Inc. certainly portrayed his most realistic view of the kiddie ride industry, its possibilities and its problems.

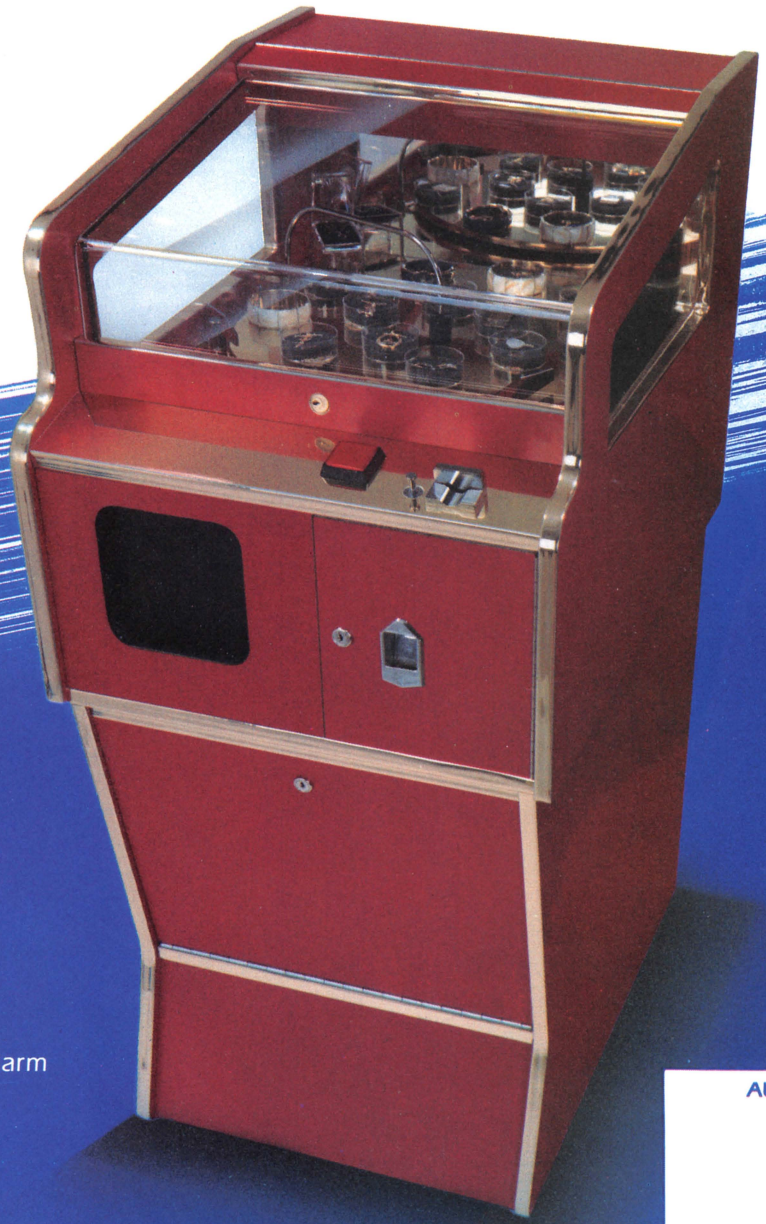
Hopefully, others in our particular category of the coin-op industry will read it and recognize the need for us to work together to solve the problems which face us.

Thank you for providing Mr. Dudley with a forum for his viewpoint.

Janet Zack
Standard Kiddie Rides, Inc.
Pittsburgh, Pa.

Emperor

Rotary Merchandiser



- ☐ 100% Solid State Circuitry
- ☐ Adjustable Pricing
- ☐ Adjustable Playing Time
- ☐ Variable Playfield Speed Control
- ☐ Player Controlled "Nudge" Feature
- ☐ Attractive Sound Package
- ☐ Continuously Audible Tilt Alarm
- ☐ Oversized Lighted Playfield (Holds More Prizes)
- ☐ Maximum Prize Visibility
- ☐ Front Access Prize Loading
- ☐ Optional Removable Base With Large Storage Compartment (shown here)
- ☐ Optional 2-Way Joystick Available

Rotary

Depth: 30″
Width: 22½″
Height: 22¼″

Base

Depth: 30″
Width: 21″
Height: 26½″

Rotary w/Base

Depth: 30″
Width: 22½″
Height: 48½″

AUTHORIZED DISTRIBUTOR

Telex #132168

In New Jersey (201) 370-3030

Outside N.J. (800) 221-0138

SMS manufacturing corporation

1000 Airport Road Lakewood, NJ 08701

PLAYFAIR
SHUFFLEBOARD

Shuffleboards
are back . . .
and making
money!!!

Dimensions:
Playing Surface:
20'8"long x 20"wide
Cabinet: 22'long x 27"wide

FEATURES:
* 3" Solid Maple Playing Surface with Silk-Screened Graphics
* Microprosessor Controlled
* Over-under Cash Box Doors
* Smaller 16' size available
* Available without coin doors for time rental play or home use

PLAYFAIR SHUFFLEBOARD CO., INC.
7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

Audio Visual
Amusements

OFFERING THE FINEST
NEW AND USED EQUIPMENT
YOU'VE TRIED THE REST, NOW TRY THE BEST!!
We're Eager To Serve
1901 Delmer Blvd., St. Louis, Missouri 63103
314-421-5100
for further information, call Pete Entringer collect

Looking for help

I would like to know if any of your readers know of any courses offered through the mail that deal with troubleshooting (testing and repair) of electronic pinball machines and/or video amusement game machines.

I am especially interested in any courses offered, that deal specifically with trouble-shooting electronic pinball machine and circuits.

I would greatly appreciate any information you could send me on this matter.

Keep up the good work on *Play Meter*! I enjoy it very much.

Gary W. Myers
Maysville, Ky.

[Randy Fromm, who wrote technical articles for Play Meter for many years, was the featured technical speaker at AOE shows, and sponsored the San Diego Arcade School, announced that he will hold a technical school the week of September 21-25. For information call (619)697-4035. If anyone knows of other courses, we would like to hear from you.]

MAKE MORE PROFIT
By incorporating larger, soft stuffed crane merchandise!

Acme carries many 7" to 9" plush items that will attract the public to YOUR cranes! Just call Jack Kelly for your FREE copy of the "Suggested Crane Merchandise List" and our ***NEW*** 1987 full color catalog.

*Also call us about using trade-ups!

Acme Premium Supply Corp.™ | 4100 Forest Park St. Louis, Missouri 63108-2899 | 800-325-7888 314-531-8880 | Call Jack Kelly Toll Free

"Super 6" T.M.

The Future of Electronic Darts

Why "A"rachnid Super 6

Television Hook Up
- Excite Players
- Teach New Players

Player Appeal
- Lighting System
- Easier to Concentrate
- Popular Games

Specialized Screens
- Spider Writer™
- Boost Profits
- Promotion Advertisements
- Unique to each Location

Eight Popular Games
- 301
- 301 Double In/ Double Out
- 501
- 701
- Count Up
- Cut Throat
- Baseball
- Cricket

Always the Innovator
- Expansion Capabilities
- New Games from Arachnid

Operator Luxuries
- Self Testing
- Stuck Segment Indicator
- Front Door Access
- Popularity Meter

Video Screen Graphics
- Graphic Expansion Capabilities
- Player Appeal for the Year 2000

High-Tech Masterpiece
- Arachnid's Years of Experience
- Advanced Engineering
- Sophisticated Software

Arachnid, Inc. — The Originator of Electronic Darts
- English Mark Darts "A" Team
- Experienced Professionals
- Profit Making Promotions
- Super 6 Pride
- Profits Far into the Future

Arachnid INC T.M.

The Originator of Electronic Darts

P.O Box 2901 • Rockford, IL 61132-2901
(IL) 815/654-0212 • 800/435-8319

AMUSEMENT & MUSIC OPERATORS ASSOCIATION AMOA Member

© 1987 Arachnid, Inc.

Leagues May Be The Best Thing You've Done For Your Business In A Long Time

At a recent state association meeting, point blank someone asked me if I really had any idea what was going on in this industry. Thinking a major industry event had been like a 747 and gone right over my head, I became alarmed that I had missed the event of the year in coin-op entertainment and was naturally curious.

"LEAGUES! That's what this industry is all about! Why can't you people in the trades do more to promote leagues?" he not-so-gently asked. He, of course, was talking about leagues, dart and pool especially, and their tremendous growth lately. But, it's just the tip of the iceberg so far, he added, which is also how Roger Sharpe describes the phenomenon in his story about leagues.

So, of course, in my most dig-for-the-story attitude, I began talking with operators about what they thought about leagues. I was in Illinois at the time and I was amazed at the tremendous following leagues had in that state. It would have been harder to find an operator not involved than to find one already deep into the league programs. Operators in that state are very positive about what leagues are doing for their businesses. In fact, they are perplexed as to why others are not as relentless in the quest for stronger leagues.

Dick Hawkins, AMOA president, speaks at nearly every state association meeting and one thing he accents is leagues. AMOA has been involved in a dart league program available to members and Dick devotes a good chunk of time spotlighting the program.

But for Dick, it's more than just promoting a program for AMOA, it's his expertise. Dick has been involved in leagues since the beginning of Valley's pool league. His leagues are so massive he is looking to sponsor a tournament at the end of the league for his players. Other operators that we didn't get a chance to talk to for the stories on leagues are truly the cornerstones of the league concept. C & N Sales in Minnesota, Stansfield Vending, Wisconsin, Black Hills Novelty in North Dakota to name but a very few. These guys are the backbone of pool leagues.

Dart league programs are adding new participants each day. The three dart manufacturers have all devoted an immense amount of time to helping operators be successful with dart programs. One thing is certain, those operators who have delegated the time and effort to running leagues have been glad they did. Locations are satisfied with higher incomes on slow nights, which strengthens the operator/location relationship. What's so special about being able to offer a league program is that there are no minimums or maximums. A small league can be as successful as a big one. And leagues can be adapted to other types of equipment. Steve Epstein in New York runs pinball leagues, as you will read in this issue. What a unique idea and why not? Operators should never underestimate the players and their need for recognition. The Valley National 8-Ball League tournament is overwhelmingly impressive. And anyone can be a part of it!

In this issue, Roger Sharpe and Mike Shaw take a look at what leagues are all about. Roger features what programs are available for electronic darts and Mike talks with several operators, including Dick Hawkins.

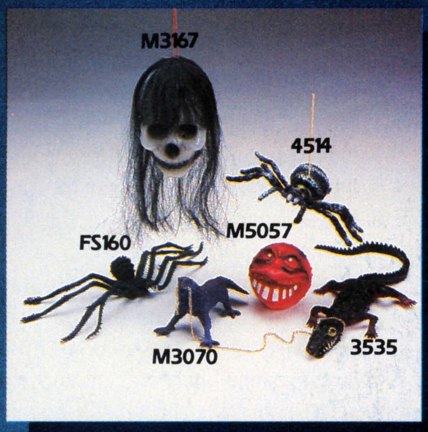
I vow that Play Meter will devote as many pages as needed for tournament and league events. If any of you operators, and I don't mean just the big guys, would like to share with others your successful tournaments or league events, please send them to me. Seeing what others are doing is, oftentimes, enough to get someone motivated. And what a wonderful treat for your locations, to see themselves written up in the industry's trade magazine. Leagues will be playing a much bigger role in the future of this industry, so don't wait, get yours started today!

Valerie Cognevich

Valerie Cognevich
Editor

HALLOWEEN & CHRISTMAS CRANE ITEMS

Seasonal prepacks are available for immediate delivery.



ACE **ACE NOVELTY**

WASHINGTON
13434 NE 16th Street
Bellevue, WA 98005
(206) 644-1820
(800) 426-0076

CALIFORNIA
1855 Industrial Street
Los Angeles, CA 90021
(213) 626-0500
(800) 421-4226

ILLINOIS
221 E Cullerton
Chicago, IL 60616
(312) 225-6311
(800) 621-1570

IN CANADA
4660 Dawson Street
Burnaby, B.C. Canada
V5C 4C3
(604) 299-7511

WILL THE ISSUE EVER BE SOLVED?

A commentary from a noted attorney on parallel imports.

In the August 1987 Play Meter ("A question about parallel imports", p.52), you point out the conflicting legal positions of federal courts about whether parallel importation of genuine products involves illegal trademark infringement. A commentary by the AAMA Board in the same issue (p.112) indicates that parallel importation can raise copyright infringement problems as well as trademark infringement problems, and smuggling violations as well.

There can also be problems under other federal laws in some cases. For example, there have been game products on which design or utility patents were issued, so parallel importation of the products could result in patent infringement and violation of section 337 of the Tariff Act. There can be federal mail and wire fraud violations, also, since some courts have ruled that intentional violation of copyright law by acts such as tape piracy can be a scheme to defraud copyright owners. This type of scheme could also be prosecuted under RICO (Racketeering Influenced and Corrupt Organization Act).

The real problem for operators is the great uncertainty over when parallel importation is legal and when it is illegal. This causes a conflict between entrepreneurial desire to make a profit and fear of being charged with civil or criminal violations of law. And the haze of confusion, uncertainty, threats of prosecution, and sometimes deliberate obfuscation [not clearly expressed] is not about to clear away.

Even if the Supreme Court clarifies the law on trademark infringement and parallel importation, in reviewing the validity of the Custom Service's regulations, operators will still be left in doubt about copyright infringement issues; whether Customs is right or wrong in refusing to bar parallel imports on trademark grounds will not tell us the rights and wrongs of parallel importation of copyrighted products.

Despite what you might gather from the AAMA Board statement in the August Play Meter, it is by no means clear that all parallel importation of genuine video games is copyright infringement. In at least one case, involving genuine "Polo" products carrying a copyrighted picture where the products had been exported abroad and were then reimported, the court held that "exhaustion" of copyright (which occurs whenever the copyright owner of a legitimate user of the copyright sells the copyrighted product) made it legal for a buyer to reimport the genuine "Polo" products into the U.S., despite the objections of the copyright owner. Other cases, like that against Elcon over *Donkey Kong*, point the other way. This leaves operators uncertain of their rights, which is unfortunate, at least for operators.

Take a case of printed circuit boards sold in Japan by the owner of the copyright on a video game; these are genuine boards, sold without restriction at a time when the seller owns U.S. and Japanese rights alike. Once the game has run its course in Japan, the used printed circuit boards pass into the hands of brokers or other resellers. Some time after the first sale, the Japanese copyright owner assigns all U.S. copyrights to a U.S. company, which you can be sure wants to be the only one selling the printed circuit boards to U.S. operators. At about the same time, the U.S. printed circuit boards may be going for $600 while the used Japanese boards can be had for $200. You can readily figure out what happens next.

But what is harder to figure out is whether the parallel importation into the U.S. of these used, genuine printed circuit boards, originally sold in Japan without any restrictions by the Japanese owner of the U.S. copyright, becomes a copyright infringement simply because the copyright owner subsequently assigned the U.S. copyright to another company. I think that the answer is definitely "no," but there are other people who think the answer is "yes." How does an operator know who to believe? The decided video games, such as the Elcon case mentioned by the AAMA, do not help us because they do not deal with that kind of fact situation. (Elcon was, contrary to what AAMA says, a case where a Japanese video game licensee did not comply with a contract that said the games were not to be shipped from Japan to the U.S. The licensee sold the boards to a trading company in Japan, which shipped them to its affiliate in the U.S., which then sold them to U.S. operators.)

Smart video game manufacturers short-circuit the whole problem by assigning their U.S. copyrights on video games to a U.S. company before they sell the first printed circuit board in Japan. But there are plenty of boards around for which this precaution was not taken in time. In addition, even in cases where the U.S. copyright was immediately assigned to a U.S. subsidiary of the Japanese copyright owner, there is still another issue. That is the argument suggested by the unnamed operator who wrote to Play Meter--that the copyright laws were never intended to be used to permit divisions of world marketing territories between different parts of a foreign manufacturer's

CONCERT 240 III

The Phonograph that Gives you More

NSM-LIONS
MUSIC
Certainly a sound investment.

LOEWEN-AMERICA, INC.
(312) 992-2280 Telex: 20-6744

organization, so that the organization can charge U.S. operators a higher price for printed circuit boards than the price that the same boards sell for in Japan. (This is the reason why U.S. Customs refuses to bar parallel import boards from the U.S. on infringement grounds.)

How is this going to be solved? Probably, it never will. The obvious way for it to get solved would be for a court to decide the question one way or the other in a copyright infringement case brought by a U.S. operator. As a practical matter, that probably will not happen. In the ordinary case, the operator folds from financial exhaustion long before he can ever get to the point of a decision on the merits, whatever they are, of his defenses to the charge of infringement. (In addition, the usual copyright infringement case is heavily contaminated by counterfeiting or some other kind of indefensible conduct that has nothing to do with the legitimacy of parallel importation of a "genuine" product. So you get a decision about the other conduct instead of one about parallel importation, or you get a decision where the court is interested only in throwing the book at the defendant because it thinks he is a bad actor.)

For years, I have heard operators say that "we ought to have a test case and get this decided." But I have yet to see the operator or dealer in video games who (1) is willing to stand up and be counted, which means running the risk of retaliation and possible destruction of his business and personal assets; (2) feels that his past (or present) is so blameless that he can let the other side look at his past business dealings with a fine tooth comb; and (3) can afford the cost of the litigation. That is why there isn't going to be any declaratory judgment or other test case to "get this decided." (I think that if you ever found somebody like that, which you won't, it would be a case of giving a party to which nobody wanted to come--no video game manufacturer would be willing to be the other party in the lawsuit with your Sir Galahad or Don Quixote. That kind of lawsuit takes two to tango. No actual controversy, no lawsuit.)

Will the matter be clarified by legislation? That would presuppose an ability to stimulate Congress' interest (convincing Congress that this is a burning issue of the day), reaching an industry consensus on which way you want the issue clarified (one man's clarification here being another man's idea of a pile of manure), and a bunch of other things that aren't going to happen.

Maybe Play Meter has some good ideas.

Sincerely yours,

Richard H. Stern

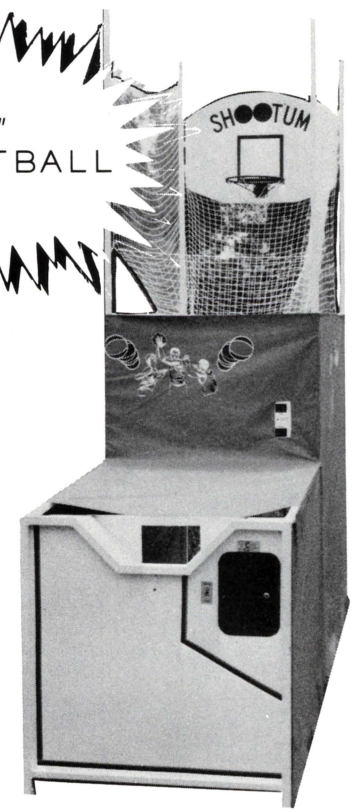
Richard H. Stern
2101 L Street, N.W., Suite 800
Washington, DC 20037

SHOOTUM!

NEW & EXCITING BASKETBALL

FOR OUTSIDE OR INSIDE PLAY

7" BASKETBALL



SHOOT TO BEAT-THE-CLOCK

Adjustable scoring time
And "FREE" Game Point Setting

IMMEDIATE AVAILABILITY

MINIMAL SET-UP TIME

FOR INFORMATION CALL:

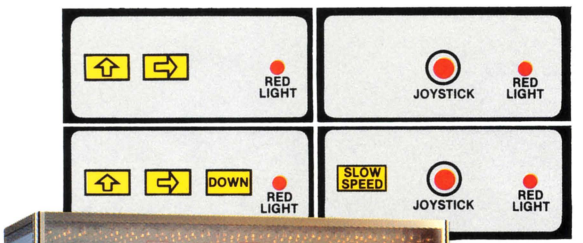
SMOKY MOUNTAIN AMUSEMENTS
P.O. BOX 1112, 836 PARKWAY
PIGEON FORGE, TN 37863
1-800-255-6115 **1-615-453-4734**

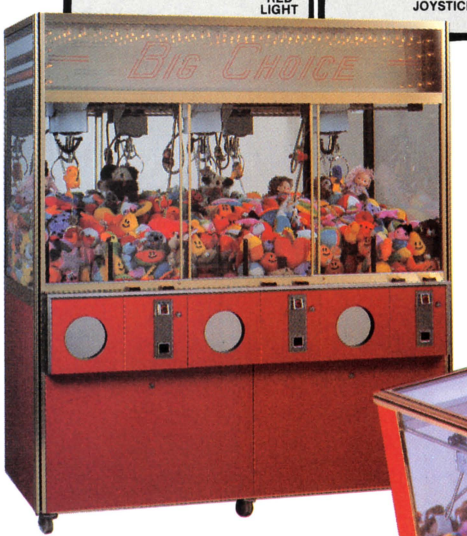
10' HIGH
10" DEEP ADJUSTABL
3" WIDE

"WE'RE SHOOTUM AND WE SELLUM"

BIG CHOICE CRANES GIVE YOU THE CHOICE

with Removable Control Panels!





SINGLE CRANE
- Reliable Belgium Mechanism
- Adjustable Claw Mechanism
- Quality Construction
- Separate Locked Cash Box
- Available In Regular or Skill Models
- Available In 1-2-3-6- Players
- Available With Bill Acceptor Options
- Coin Counter Meters
- Optional Gum Ball Dispenser
- Optional Prize Counter
- Dual Coin Mechanisms

DIMENSIONS:
1 Player 24"W x 34"D x 76"H

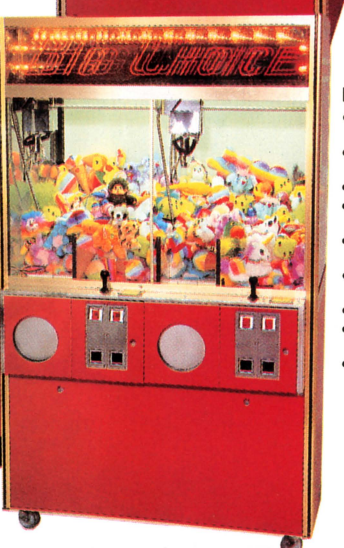
TOP CHOICE
- Large Display Area
- Oversized 8" Claw
- Dual Coin Mechanism
- Button or Joystick Operation
- Extra Large Prize Door
- Adjustable Claw Mechanism
- $1.00 and $5.00 Bill Acceptor
- Adjustable Pricing
- Optional Prize Counter
- Optional Gum Ball Dispenser

DIMENSIONS:
Height - 88"
Depth - 35"
Width - 42"

Removable Header For Easy Entrance Through Doorways

LOW BOY CRANE
- New Quality Built Enlarged Cabinet
- Adjustable Claw Mechanism
- Separate Locked Cash Box
- Adjustable Pricing
- Available Bill Acceptor Option
- Attractive Red Cabinet

DIMENSIONS:
54" L x 25" W x 36" H



DOUBLE CRANE
- Reliable Belgium Mechanism
- Adjustable Claw Mechanism
- Quality Construction
- Separate Locked Cash Box
- Availability in Regular or Skill Models
- Available With Bill Acceptor Options
- Coin Counter Meters
- Optional Gum Ball Dispenser
- Optional Prize Counter

DIMENSIONS:
45½"W x 34"D x 76"H

TRIPLE CRANE
- Adjustable Claw Size for Large Items
- Adjustable Prize Value Feature
- Adjustable 3 Dimension Traveling Lights
- Quality Cabinet - In Walnut or Red Formica
- Trouble Free Mechanism Easily Serviceable
- Optional Gum Ball Dispenser
- Optional Prize Counter
- Dual Coin Mechanism
- Available in 3 or 6 Player Models
- Spare Parts Inventory

DIMENSIONS:
3 Player, 3 Ft. Depth,
6 Ft. Width, 7 Ft. Height

BETSON ENTERPRISES
6 EMPIRE BLVD., MOONACHIE, N.J. 07074
IN N.J. (201) 440-2200 • TOLL FREE 1-800-524-2343
• TLX 247025

BETSON PACIFIC
IN L.A. (213) 388-9338 • IN S.F. (415) 952-4220
• TLX 670365

BETSON
SINCE 1933

ROMSTAR SHINES BRIGHT IN COIN-OP

The name Romstar conjures up thoughts of some exceptional kits: *Sky Shark, 1942, Gunsmoke, Arkanoid, Tiger Heli*, and *Bubble Bobble*.

The company, in only two short years, has made its name known right up there with the big guys and has earned a solid reputation.

The company began as a U.S. marketing arm for SNK of Japan. Takahito Yasuki, president of Romstar, began his coin-op career as the marketing director for SNK Japan traveling in Europe and the United States. He was named president of SNK U.S.A. and moved here in 1982. SNK U.S.A. marketed only SNK Japan products.

Mr. Yasuki, with his extensive knowledge of the United States market, soon realized that SNK was limiting itself by confining its efforts to only one company's products, marketing only one product at a time.

In June 1985, Mr. Yasuki and a group of Japanese investors purchased the assets of SNK U.S.A. and formed Romstar. The new owners wanted to be independent, able to license and market games from other companies. "Romstar wanted to offer a smorgasbord of games," offered Mr. Yasuki.

And that is just what Romstar did. It's first games were licensed from Capcom (*Son Son*) and Taito (*Great Swordsman* and *Kickstart*), which set the direction of the company. An example of this continuing cycle is Romstar's latest games: *Sky Shark*, licensed from Taito and *Black Tiger* licensed from Capcom.

Romstar is acutely aware that the operator dictates the direction of the market. "Either you make quality product that will make us money or we won't buy," is how sales manager Tim Jackson (who has been with Romstar for four years) quotes operators' sentiments.

Mr. Yasuki takes operator opinion to heart. When Romstar began its trek to success, there was a lot of dead wood in the industry that needed to be refurbished with quality kits. Operators needed software for these cabinets. Romstar complied.

Romstar doesn't view kits as the total remedy for the problems of the industry but as an aid in getting the business back on its feet, enabling operators to see a fair return on investment needed to purchase dedicated games.

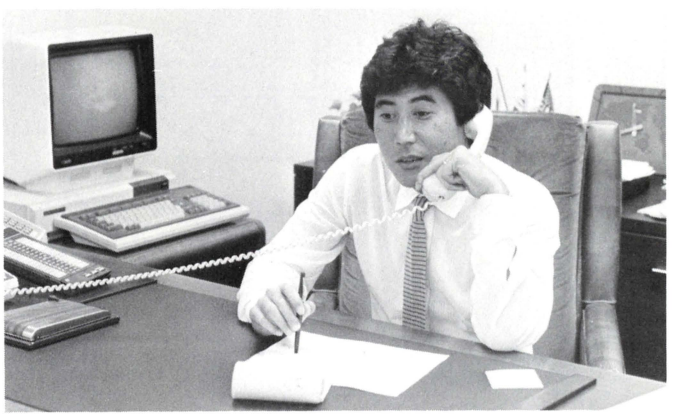
Operators now are ready to buy dedicated games to round out their equipment needs. Just as Romstar was there when operators needed kits, Romstar is now ready to offer a quality dedicated game in response to operator and market demand.

Top Speed, shown on Play Meter's cover this month, is Romstar's first dedicated game. Jackson notes that it is "a driving game with legs enough to stand on its own in a dedicated market. It's at a good price in today's standard of prices."

"What we have done right is offer operators quality product at good prices and on a regular basis," said Mr. Yasuki.

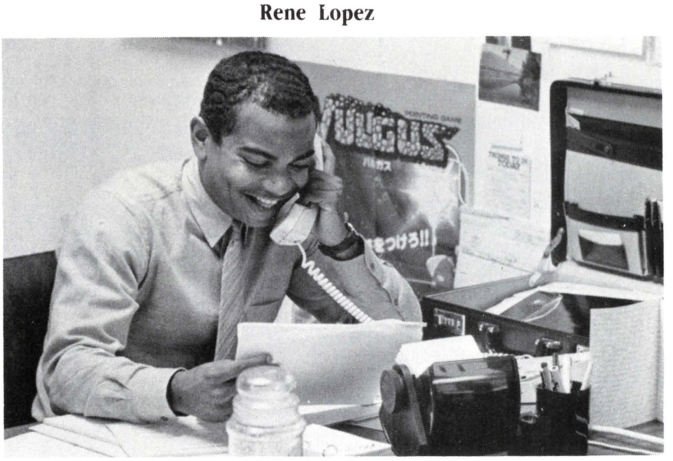
Rounding out the staff is vice president Rene Lopez, who has been in the coin-op industry for 18 years holding various positions with Konami, Taito, and Bally. His reputation and knowledge of the industry are an asset to Romstar.

Romstar will be moving in October to a larger facility to accommodate the growing company.



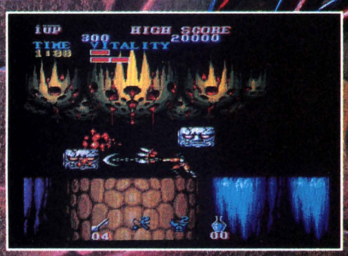
Mr. Yasuki

Rene Lopez



Tim Jackson

BLACK TIGER



★ *A one- or two-player horizontal conversion kit for upright and cocktail games.* ★

ROMSTAR

3043 Kashiwa St. • Torrance, CA 90505 • (213) 539-2744 • Fax: (213) 539-3626

licensed from Capcom U.S.A.

Fun and Business in Idaho

It may look like the fun dominated the business when the Idaho Operators Association held its annual business meeting in August but actually it was a pleasant mixture of both.

The golf course was the setting for the first day. Golfers spent the day competing for the best score while enjoying the gorgeous scenery surrounding the course. Later that evening Valley Company hosted a cocktail party held at Bill Nemgar's home.

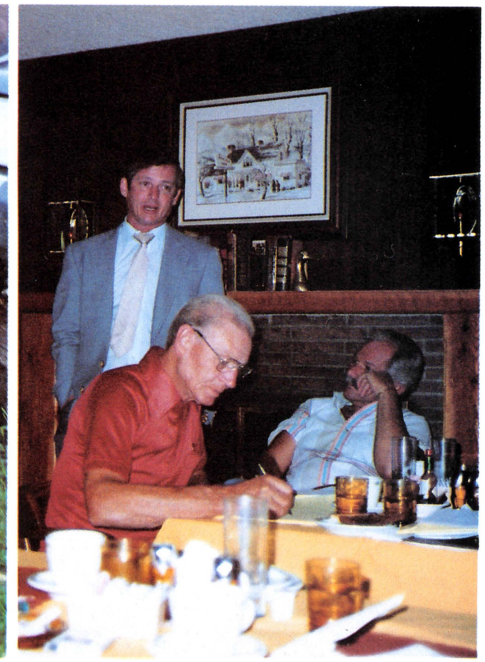
AMOA president Dick Hawkins addressed operators at the Saturday morning business meeting, congratulating the Idaho operators on the tremendous job they have been doing in the legislature. The association has been powerful in defeating detrimental bills.

Hawkins also told the group about AMOA's dart league program, started two years ago and gaining momentum throughout the United States. He went on to outline programs and goals of AMOA.

And then it was on to the Salmon River where about 30 operators, manufacturers, distributors, and the press, savored an eight-hour river rafting trip organized by Salmon, Idaho operator Bill Nemgar. After eight hours fighting rapids, working rafts off rocks, and dodging a deluge of water from other boats, the picnic at the end of the trip, featuring barbecue and the works, couldn't have been more welcome. The group made one stop during the rafting trip to visit a genuine gold mine where they were shown how to pan for gold.

The meeting culminated in a dinner where a variety of prizes donated by manufacturers and distributors were raffled off. The proceeds from the raffle went to the association's PAC fund.

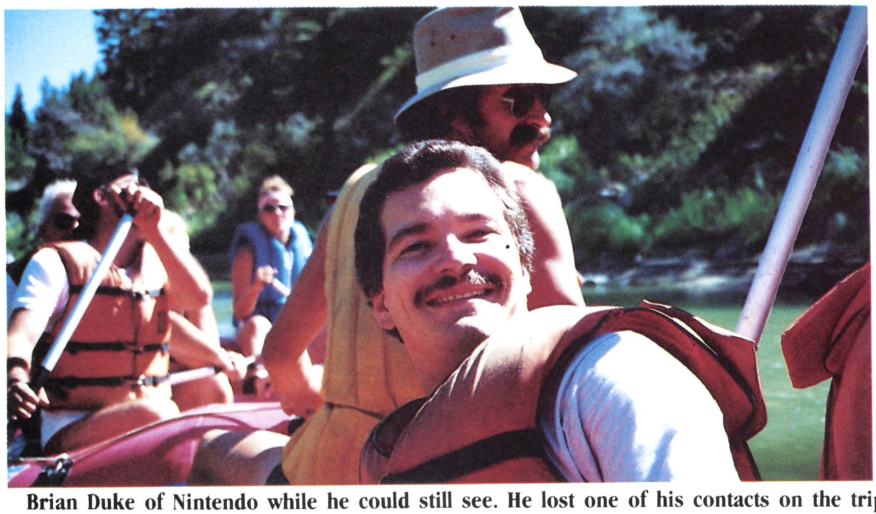
Nintendo's Brian Duke fell in love with Bill Nemgar's pet cougar, Charlie.



Dick Hawkins addressed the Idaho operators about AMOA's programs and goals.

The group on the way to the Salmon River for the rafting trip. Everyone was too tired to smile on the way back!

The trip guide explaining what to do if the rafts go over or someone falls out! Notice the "what-am-I-getting-into" looks!

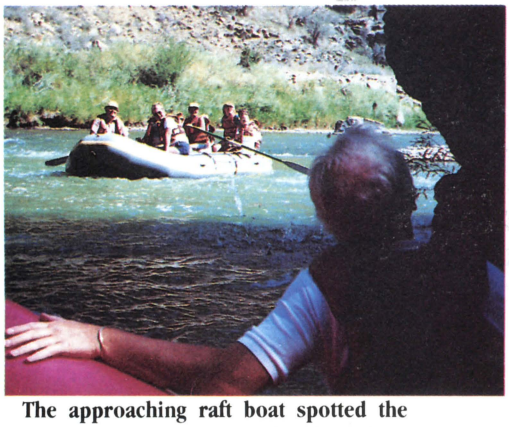


Brian Duke of Nintendo while he could still see. He lost one of his contacts on the trip.

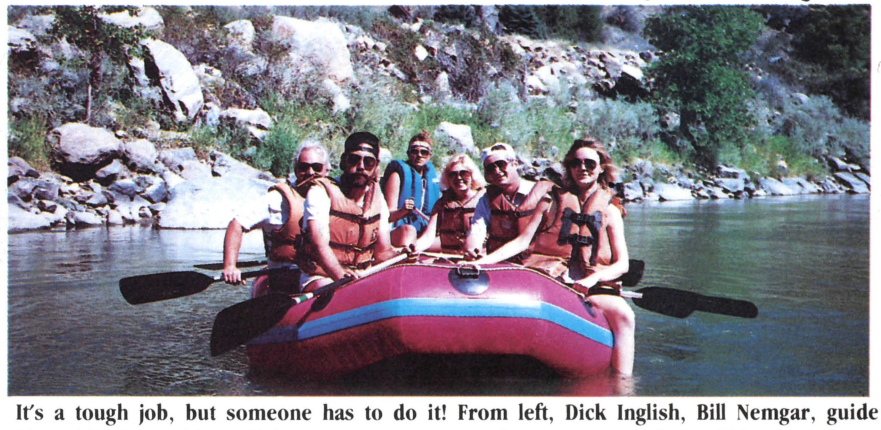
Association president Bob Milligan didn't want to see where his last shot went; operator Dick Inglis was determined he would! Dick's girlfriend Mona LaFontane (left) and Bob's wife Gae look on.

The group learning how to pan for gold.

Trip organizer Bill Nemgar (left) with operator Dick Inglis.



The approaching raft boat spotted the planned ambush by another boat just in time!



It's a tough job, but someone has to do it! From left, Dick Inglish, Bill Nemgar, guide Lisa, AMOA president Dick Hawkins and his wife Patti, and Bill's girlfriend Diane.

Oh, the view! Carl Rogers of MusicVend enjoyed a game of golf while his wife Karen fancied walking around the course.

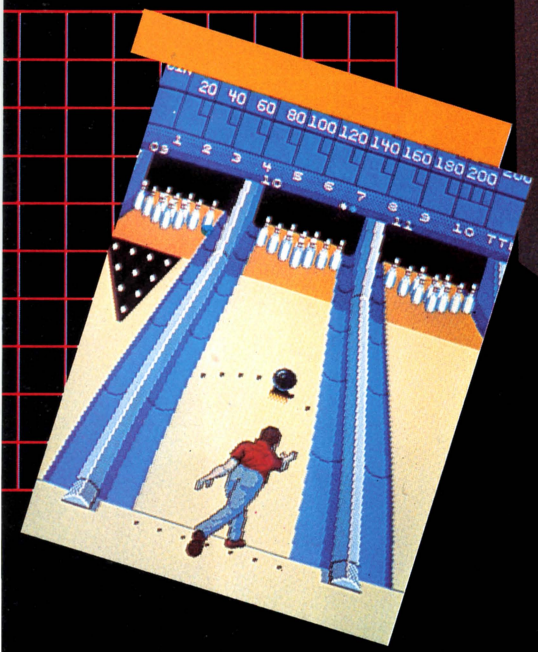
Bill Nemgar held at this house a party sponsored by the Valley Company.

Up Your Alley

For Collections That Keep Rolling In All Year Long!

UP YOUR ALLEY — the bowler's bowling game with all the pin bustin' feel, sounds and excitement of a full sized alley.

Choose a male or female bowler, bowl left or right-handed. New, more responsive controls offer better control so you can cannonball it down the lane for a strike or hook it across and pick up that split. It's gameplay that'll challenge even the best of the pros!



So go for the "beer frame" and rack up your best profits ever with the year 'round hit that keeps on collecting day in and day out... Only from the alley blasters at Leland!

Also available in modular, conversion and countertop versions.

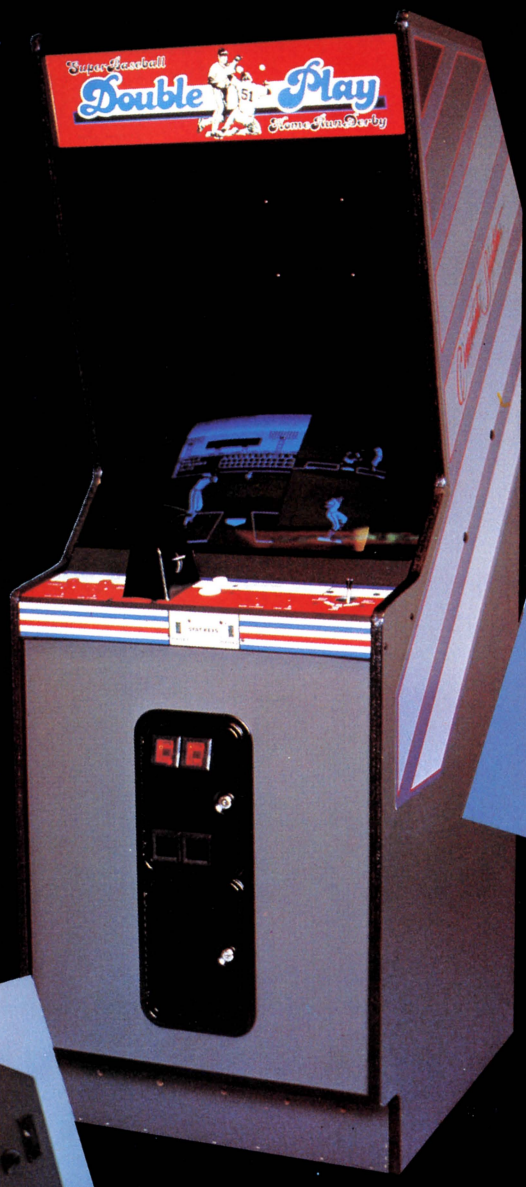
Double Play

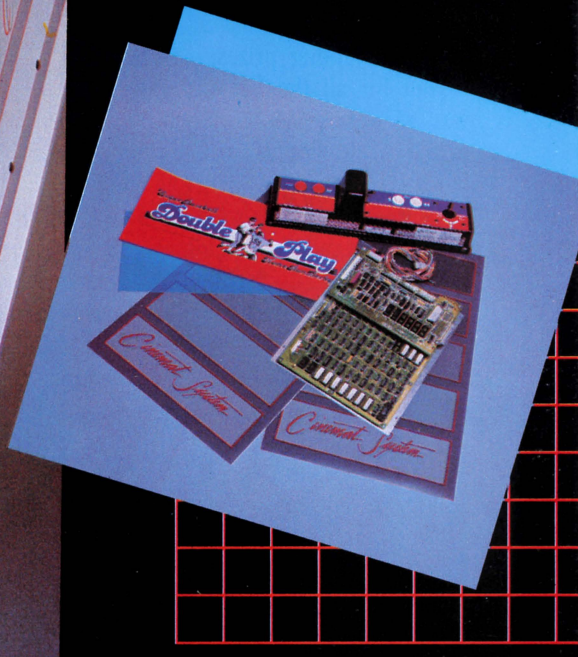
Baseball excitement so real you can almost smell the peanuts!

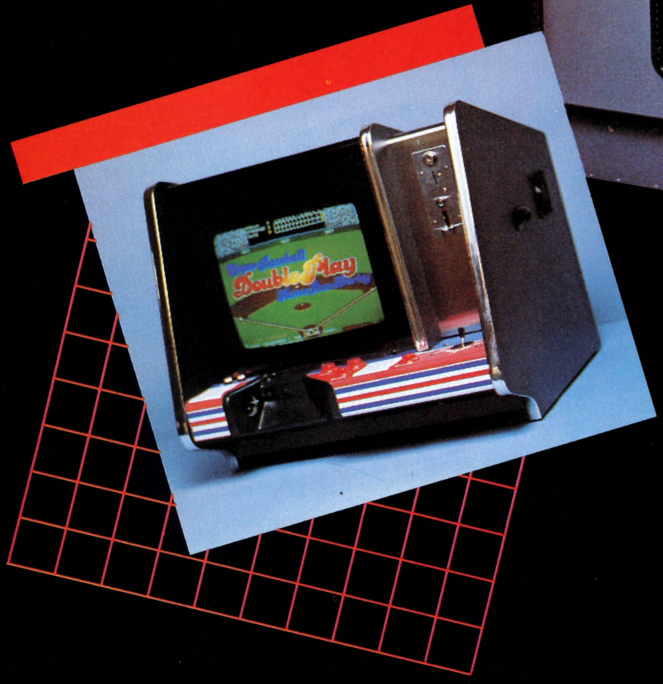
There's nothing else like it! Two action-packed, powerhouse money-makers in the same cabinet!

SUPER BASEBALL*. The only game that lets you pitch, swing, hit, run, bunt, catch, steal... the most exciting baseball game ever! New graphics that are more vivid, gameplay that's more realistic; with simplified controls that put you in complete control of the action. Super sound effects for the crack of the bat and the cheer of the crowd. Add the "STAT Key" and you're on your way to the pennant!

HOME RUN DERBY*. Knock the dirt from your cleats and step up to the plate, then get ready to blast that old horse hide into left field! Punch one up into the stands or pull it down the line. Home Run Derby challenges you to go for distance and put one over the wall. Go ahead, take your best swing!







DOUBLE PLAY, the Cinemat* System grand slam hit, is also available in modular, conversion and countertop versions. Double the action, double the collections. It's Great!!

THE LELAND CORPORATION
1841 Friendship Drive, El Cajon, CA 92020, (619) 562-7000

*indicates registered trademarks of Leland Corp. © 1987 Leland Corporation

MANUFACTURER MEETING

Crossing The Border For Nintendo

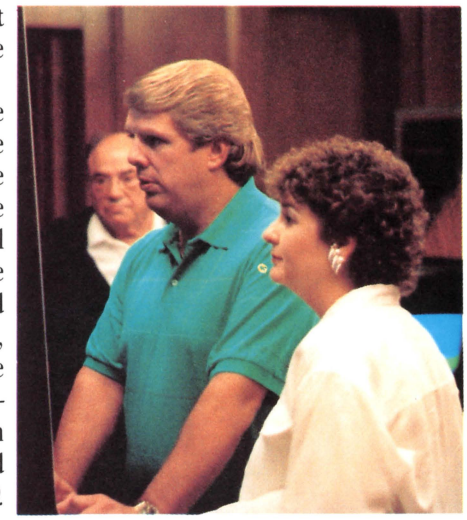
Nintendo of America doesn't just invite its distributors to a *meeting*, it welcomes them to an *event*! This year's event was held in Vancouver, Canada, where over 30 distributors and their families enjoyed a train ride, a logging demonstration, and gambled for Nintendo bucks which were used at an auction to bid on tempting prizes.

But for all the fun and games, there was a serious side. Nintendo has been pelted with doubts from the coin-op industry following its overwhelming entry into the consumer market. Fears that Nintendo would abandon its coin-op interest has had distributors leary and operators hesitant. That was addressed by Frank Ballouz, Nintendo's vice president of marketing, who unequivocally underscored Nintendo's devotion to the coin-op division. "No way will Nintendo leave operators hanging," Ballouz promised.

Frank then reinforced his statement by announcing Nintendo's plans to create an engineering and research and development division in the United States. According to the company, the division will be started by engineers now working in Japan. Company president Minoru Arakawa said, "The creating of these departments in the U.S. shows that Nintendo is making a commitment to the coin-op industry." Ballouz went on to explain that if Nintendo of America's focus was going to be on consumer, there would be no need to have an exclusive research and development and engineering team working in the U.S.

Nintendo then introduced its latest products which included a prototype, *Rad Racer*, which features 3-D effects. Although the game is in early stages of development, Nintendo showed it to distributors for their reactions. It has not been determined if it will be a VS game because of the 3-D effects.

Pro-Am Racer is a racing game for the VS system. It will be shipped in late October or early November. For the *PlayChoice-10*, Nintendo's unique "jukebox of games" there are several games soon to be available. These include *Rygar, Ghosts N' Goblins, Trojan*, and *Metroid. Metroid* is Nintendo's own game, developed in Japan; the others are licensed from various companies. *Castlevania*, licensed from Konami will soon be available for the VS system and possibly in November, for *PlayChoice-10.*

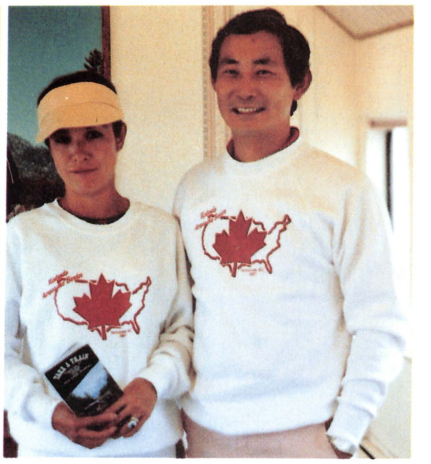


"We're ready to go," say Nintendo's Lisa Chidiac (left) and Cindy Buckell.

From left, Rubin Franco (Franco Distributing); Jerry Marcus (Atlas Distributing); and Joel Kleinman (Pioneer Distributing) taking a break.

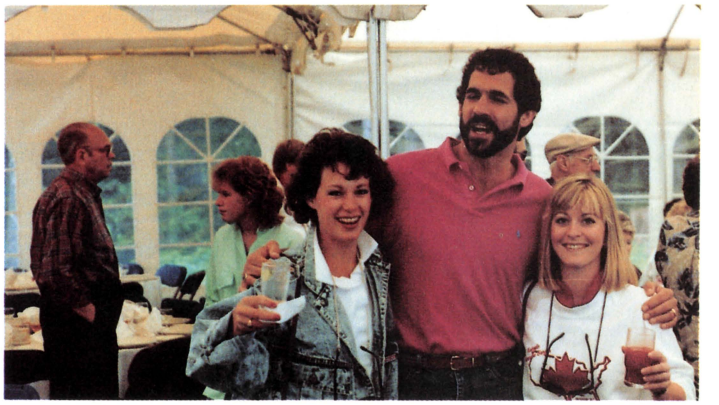
While waiting for the train to leave, Bob Haim of Belam Southeast practices how he will wave at people along the way.

Frank Ballouz answers the question, "When will I receive my shipment?"

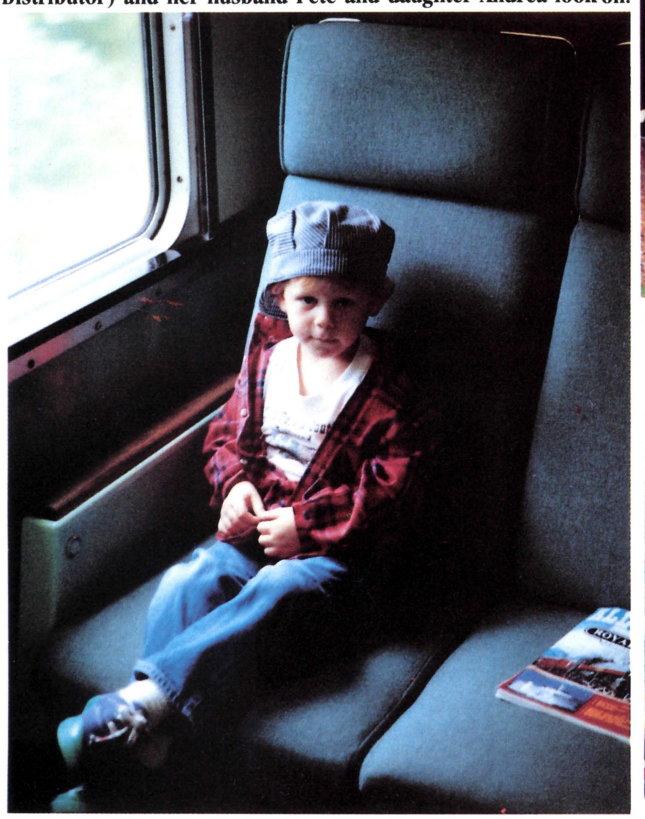


Mr. and Mrs. Arakawa

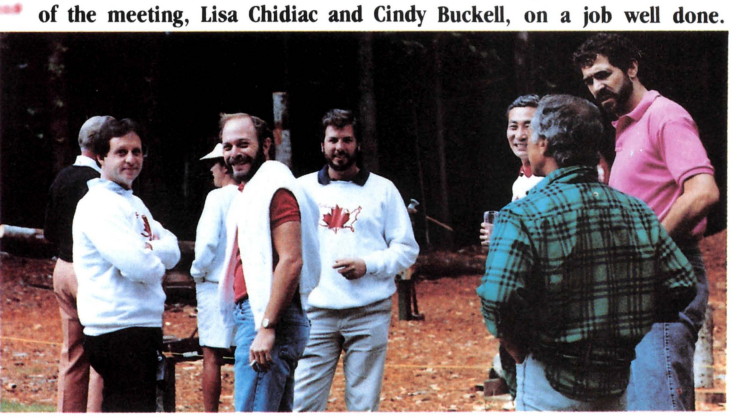
Sherri Walton dared us to print this picture! Here she is making a face while Steve Henderson, left, (Operators Distributor) and her husband Pete and daughter Andrea look on.



Frank Ballouz congratulates the true organizers of the meeting, Lisa Chidiac and Cindy Buckell, on a job well done.



"Am I having fun yet?" says Matt Bettelman's look. He is the son of C.A. Robinson's Sandy and Adrea Bettelman.



Oh, come on Ira!

says the look on Frank Ballouz's face as, from left, Dave Gilfor (Active Amusement Distributors), Steve Koenigsberg (State Sales), Bob Haim (Belam Southeast), and Mr. Arakawa turn to see if Ira Bettelman (C.A. Robinson) will take part in the logging demonstration.

It's not often you go to a picnic where food is served on china and the table is set with fancy-folded napkins. Nintendo's Al Stone and wife Darlene enjoyed it thoroughly.

This proves the boss does play his machines, as Mr. Arakawa shows them how it's done!

Incredibly, each one of these letters spelling out NINTENDO is actually a chair that these men formed from logs using chainsaws!

It took quite a bit of arm twisting to get Carl Fedder, Steve Henderson, Dave Gilfor, Brian Duke and Stan Larsen up on stage with these lovely dancing girls. Brian said Ed Pellegrini was up there too, but he must have been hiding!

The whole Nintendo gang.

Nintendo's Brian Duke in his glory.

Distributors gambled for "Nintendo Money" and then used it to bid on prizes at an auction during Klondike Night.

New for 1988!

Pub Time Wall Mount.

THE STATE-OF-THE-DART

Model 9800 with Cricket

- Saves space — no base unit
- Standard mounting bracket
- Complete front door servicing
- Built-in cash box

PLAYER-PREFERRED FEATURES

- Double Bullseye Cricket
- Dart Catch-Ring™
- 8 Popular Games on Both Deluxe and Standard Models

NOW AVAILABLE —

REMOTE VIDEO MONITOR DISPLAY **VIP**™

Call Now
800-523-2760
215-639-4700

MERIT...
working games for the playing class.

P.O. Box 5004 • 2525 State Road • Bensalem, PA 19020
Telex: 831897 FAX: 215-639-5436

AMUSEMENT & MUSIC OPERATORS ASSOCIATION MEMBER

AMOA NATIONAL DART ASSN SANCTIONED

© 1987

ANNOUNCING

THE LOWEST PRICE IN THE COUNTRY!

$ 1,895.00

Made with "Belgian Mechanism"

- Adjustable Claw
- 1-Year Warranty on PC Board
- Solid-State Board
- Adjustable Timer
- LED Problem Detector (pinpoints which circuits to troubleshoot)
- Credit Accumulator
- Dual Coin Acceptors
- Large Capacity for Plush
- Quality-Constructed Cabinet

WE WILL NOT BE UNDERSOLD!!!

GLOBAL IMPORTS

604 Main Street • Davenport, IA 52803 • **1-800-553-8000**

PAMMA SHOW SCORES A SUCCESS !

The Pennsylvania Amusement and Music Machine Association (PAMMA) welcomed 347 attendees to its annual convention held this year at Seven Springs Mountain Resort in Champion, Pa. August 7-9.

Among new products on display in 44 manufacturer and distributor booths were pinballs *Heavy Metal Meltdown* by Bally and *Arena* by Premier; videos *Black Tiger* by Romstar, *Sky Fox* by Nichibutsu, *Boot Camp* by Konami, *Super Hang-On* by Sega, and *APB* by Atari; merchandisers *Scotty the Monkey* by Betson and *Skill Plower* by Hollywood; video pokers *Top Draw* by SMS, *The Big B* by Grayhound, and *High Speed Bonus* by Kramer; novelty basketball game *Shootum!* by Smoky Mountain Sales; and condom vending units by U.S.T.C, Provend, and R.M.V. Sales.

Saturday was a day filled with informative seminars, a general membership meeting, seven hours of product viewing, and a buffet lunch in the exhibit hall, capped by a reception, auction, and banquet.

On a national level the first seminar, "The Washington Waltz," featured operator/CPA Jeff Rosenthal addressing tax reforms since 1981 and IRS regulations, especially 1099 accounting; and AAMA's Bob Fay discussing the impact of parallel imports and counterfeit games on the American marketplace.

On a local level, and of particular interest to Pennsylvania operators, was the seminar, "The Pennsylvania Polka," conducted by a trio of attorneys versed on state legislation regarding video poker machines and problems encountered in the courts in their behalf. The panel included Grainger Bowman, Wayne DeLuca, and Richard Guida.

John Milliron, executive director of PAMMA, reviewed association efforts to put a cap on machine taxation and change proposed increased sales taxes for cigarettes to an excise tax. He encouraged membership in the association and contributions to the PAC fund for continued quality representation in the political arena.

In the seminar, "Do You Dig Your Cranes," John Margold of Betson Enterprises explained the need for prize variety and suggested following themes (Valentine's Day, football season) and hot items (mad balls, Ollie North T-shirts) for cranes; in other words--creativity. He endorsed the display method of stocking cranes, that is, arranging prizes face front with care to placement; two or three levels of larger prizes around the rim and smaller ones in the center.

In addition, Warren Kelly of The Valley Co. conducted a seminar on pool and dart leagues, programs that form strong links between operator and location and bring in steady income.

Dick Hawkins, president of AMOA, was guest speaker at the banquet. In his remarks he emphasized political participation on every level and strongly encouraged increased operator turnout at the annual Washington Conference, scheduled for May 16-18 1988. He mentioned AMOA's support of the Coin Coalition for introduction of a dollar coin, an anticipated blessing for our industry which has existed on quarters while all around prices have risen.

Hawkins recommended a close watch over talks regarding the Berne Convention, explaining that adoption of that treaty by the U.S. would result in increased licensing fees for music equipment. Regarding leagues he noted, "You have to bring in people on an organized basis. Leagues increase revenue and ties the location to you even better than a contract. If you're ringing a guy's cash register, he can't say no to you."

The banquet was also the occasion to install the newly elected officers and board members beginning a two year term. Officers are: chairman--Del Guerrini of Guerrini Vending Machines in Lewistown (past president); president--Lou Georges of Lou Georges Vending in Pittsburgh; first vice president--Fred Wood of State Amusement Co. in State College; treasurer--Arne Taksen of D&L Distributing in Harrisburg; and secretary--Sharon Harris of Stan Harris & Co. in Philadelphia. Georges also received the Operator of the Year award. He is the founder of PAMMA and served as its first president.

New board members are: Jack Houser of Houser Vending in Bellefonte; Randall Romani of Pioneer Amusement in Cresson; Pete Mowad of Mowad Music in Aliquippa; Dennis Harp of Dennis Harp Co. in Butler; Al Medved of Americal Amusements in Lancaster; and Robert Kimmell of K&K Amusement in Redding.

A number of prizes were raffled during the convention, with winning names drawn at the close of the banquet. Bill Cravens of Capcom emceed the auction and managed to wangle a tidy sum for the PAMMA general fund. Manufacturers and distributors donated games, service kits, bill acceptors, vending equipment, and other items for the auction.

Entering the exhibit floor are, left to right: Phillip Eisenberg of Consolidated Vending, Craig Bittner of Bittner Vending, and Randy Romani of Pioneer Amusement.

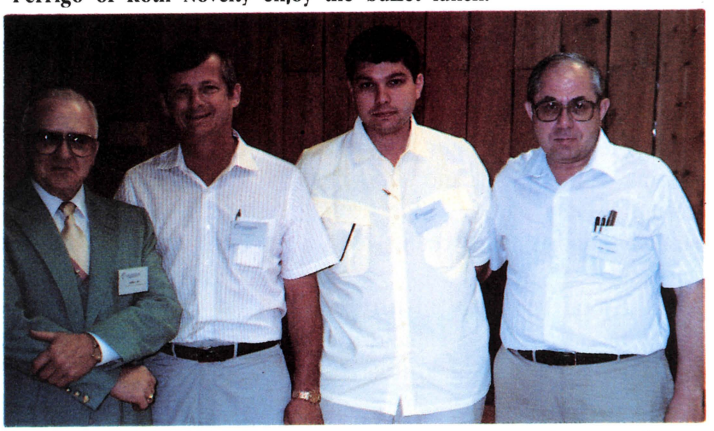
Print International's Eric Wurst, right, greets Walter and Carmie Seder of Seder Vending.

Gertrude and Joseph Jasek of City Coin Machine talk shop with Emery Kubrin of Atlas/Pittsburgh.

William and Lottie Schrim of W.S. Vending.

Magdelin Williams of Williams Vending, right, and Elliot "Hoppy" Perrigo of Roth Novelty enjoy the buffet lunch.

Left to right at the Banner/Pittsburgh booth are: Doug Wilson, Gary Prischak, and Lou Abate.



Left to right: George Ray of Uncle Bill's Amusements, AMOA president Dick Hawkins, and Louis and Thomas Kavouras of Kiski Coin Machine.

Left to right: Frank Maruca of Salem Amusements, Jerry Malkos of Revenco, Dave Medred of Adams Brothers, and Gary Stoker of Revenco.

Bruce Hoffman of Monroe, center, welcomes Barry Thiel, left, and Joe Snyder of Keith Vending.

Lou Georges, PAMMA president.

PAMMA officers and directors for 1987-88.

At the banquet are, left to right: Lou Larsen of Atlas/Pittsburgh, Tony Miele and Miles Angelo of Angelo Cigarette Service.

PAMMA Show Highlights

FREE!!
T-Shirt for
Highest Score
2 Prize
SPC
SEGA
KEIHIN
SKILL CRANE
GRAYHOUND
PREMIUM PRIZES
1-800-222-0491
BEST QUALITY
LARGEST SELECTION
GRAYHOUND
PREMIUM PRIZES
1-800-222-0491
GRAYHOUND
PREMIUM PRIZES
HIGH SPEED
BONUS
CREDIT
BET
0
56
28
GAME OVER
PLAY FOUR OR MORE
BIONIC
COMMANDO
Gottlieb
ARENA
20
ARENA

WHY NOT RUN PINBALL LEAGUES?

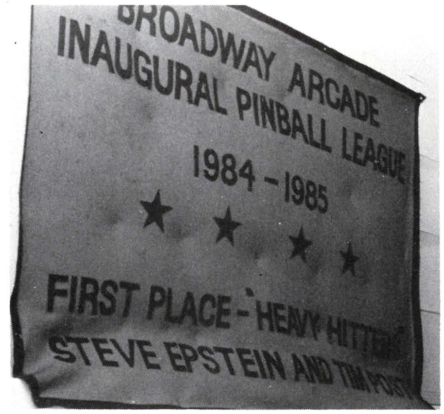
When we talk about leagues, of course, pool and darts spring to mind. There's been an enormous amount of publicity, promotion, and manufacturer involvement in the two and players are added to league rosters daily.

However, other types of equipment can be ideal for leagues since good players love recognition, no matter what the game.

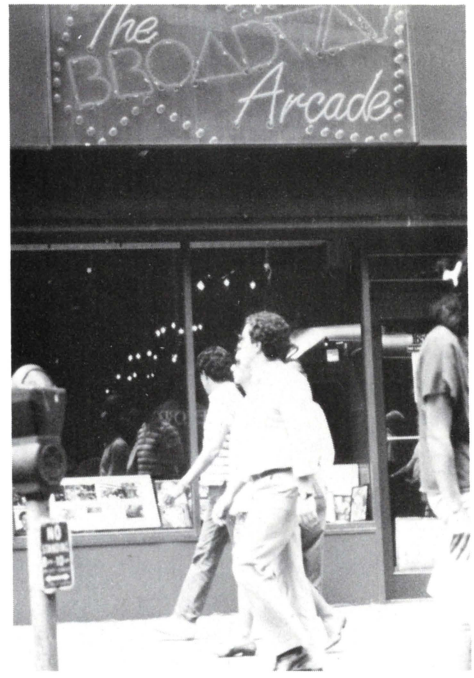
Steve Epstein, owner of Broadway Arcade in New York, has successfully been running leagues on pinball machines for over three years now. What started as his own devotion and enjoyment of the sport has become a major focus of his arcade and has attracted over 100 players.

It began in 1978 when Roger Sharpe, a devoted pinball fanatic who has been writing for Play Meter for over a decade, was living nearby and frequented Epstein's arcade to play the latest pinball machines. Epstein figures that he, Sharpe, and another pinball lover, Lionel Martinez had played over 10,000 games of pinball when they decided to devise a scoring system to make the competition fair and exciting.

They came up with a scoring system similar to that used in bowling leagues. Sharpe kept the statistics and the system proved to be successful. This was the same scoring system Epstein utilized when he began his league program back in 1983. Each league consists of six teams of two people each. He runs various leagues--parent/child; couples; men; women; and other combinations. "The age group for the league program ranges from 18 to 45. This program can attract so many different couplings of people, but you have to get the initial interest," said Epstein.



Bold, colorful banner proclaims the victors of the 1984-1985 tournament.



The front of the Broadway Arcade.

Epstein is thoroughly convinced that a pinball league can be a draw to an arcade. "Not only are you getting the players in the arcade to play but also you are getting them to spend money practicing," he observes. "Most of my players come in at least an hour before the scheduled league time and some even stay an hour after. And players bring friends. The players also develop a loyalty to the arcade and that loyalty spills over."

Epstein's leagues run for 10 weeks at the end of which is a tournament. Of the six teams, the bottom two are dropped and the fourth-place team plays the third-place team; the third-place would play the second; and the second would then play the first. "I've found that people's interest is really solid for 10 weeks," he said. The tournament keeps the interest and involvement alive, according to Epstein. "The key is to always give the player the feeling that he can win. It works beautifully this way."

Epstein cautions operators that leagues will not help a bad pin. In fact, he feels that leagues only emphasize the importance of keeping the games in top condition. "You can't get away with games that aren't working," he warns. "That may be difficult for some operators to realize but players are serious about the sport and will not settle for inferior games."

Just which games lend themselves to league play? In Epstein's league that question is clearly answered because the players democratically choose which games they will play for the 10 weeks. The teams systematically play on eight different machines for those weeks. Epstein says that for pinball competition to be valid there must be competition on

Now...a FIRE! T.M. champagne edition

Now, for those special locations, there's the FIRE Limited Edition. It's a true classic in design, elegance and in the tradition of superior earnings carried over from the original FIRE version. Hand-finished fine grain wood cabinet, brushed brass finished trim, enhanced animated backbox and limited production run make this champagne edition the toast of the town.

Williams®
ELECTRONICS GAMES, INC.
3401 N. California Ave., Chicago, IL 60618
(312) 267-2240, Telex 253095
FAX: (312) 267-3747

NOTICE: "FIRE" is a trademark of
Williams Electronics Games, Inc.
© 1987, WILLIAMS ELECTRONICS GAMES, INC.

different machines. "One person may be really good on one or two machines but if you spread the play out, it makes it fair. If someone loses on one they can come back on another.

"Certain games like Williams' pins are almost always chosen by players," added Epstein. An *8-Ball* will always be chosen. However, games like *Gold Wings* where players can score a hundred million points are very rarely chosen by players." He explained that in pinball you can get a good ball and get an outrageous score which he feels is luck. For that reason, Epstein's scoring system weighs total score less than the consistent player that wins more games. "Pinball is probably 90 percent skill and only 10 percent luck," said Epstein.

Epstein also added that certain features players find appealing on pinball seem to be disappearing from the new equipment. "Drop targets and spinners are features that players love on a game. The satisfaction of making a shot and seeing something happen adds a lot to the players' enjoyment. When you hit a stand-up target and bells go off and lights flash and you see it fall, it is instant gratification to the player. I think that is why *Space Shuttle* has been so popular. You can hear bells--great. You can see lights blink. But if you don't see that initial sight of accomplishment, that primal instinct of gratification is lost. Hitting something and seeing something happening is what pinball is all about," said Epstein.

Epstein's goals include getting the pinball manufacturers involved much like the dart and pool manufacturers in their respective equipment leagues. "The players are here. And after three years of running successful pinball leagues, I know it works. I think having the manufacturers involved, sponsoring a tournament at the end of the league would draw even more players. It would be similar to bowling where you bowl on a league and belong to a national organization. If you get a certain score you are entitled to certain things. Players could even turn pro!" exclaimed Epstein.

Anyone interested in starting pinball leagues can contact Steve at (212)247-3725.

SMALL INVESTMENT — QUICK RECOVERY

"WHY DOES OUR BREATH ALCOHOL ANALYZER GENERATE BIG PROFITS FOR YOU?"

IT TALKS!

VOICE INSTRUCTIONS AND RESULTS CREATE CONTINUOUS EXCITEMENT — 24 HOURS A DAY!

LEASE AS LOW AS $50 PER MO.

8 COLORFUL, VISUAL DISPLAYS AND L.E.D. READOUT REINFORCES EXCITING VOICE FEATURES!

The Communidyne Model 2000 also features:

- Reliable, solid-state circuitry identical to that used by law enforcement agencies.
- 1 Year Warranty — minimum maintenance.
- Easy-To-Operate — insert coins/blow in straw.
- Locking coin box and unique, no-cheat, perpetual voice coin count.
- 3 installation modes — wall/counter/floor.

CALL 312/498-2444
OR WRITE:

Communidyne
P.O. BOX 146674 • CHICAGO, IL 60614

CRANE MERCHANDISE

prizes!

DIFFERENT • UNIQUE • EXCITING

IMMEDIATE DELIVERY

Call Toll Free:
(800)992-2388
5305 Production Drive
Huntington Beach, CA 92649

NEWS

Atari acquires arcade chain

Atari Games Corp. of Milpitas, Calif. has acquired the entire arcade chain of Barrel of Fun, Inc. of Savannah, Ga. Effective September 1, 1987, all Barrel of Fun assets were transferred to a new subsidiary of Atari Games.

Hide Nakajima of Atari, left, closes deal with Herb Skinner of Barrel of Fun.

The arcades are primarily located in six southern states and currently operate under the name Barrel of Fun or 2001 Entertainment Center. The chain was founded in 1977 by Herbert Skinner, former chairman, and Richard Adams, former president and chief executive officer. Adams will remain with the company and report directly to Hide Nakajima, president of Atari.

Commenting on the company's strategic move, Nakajima said, "This transaction was clearly a part of our long-term objective to expand our business through arcade operations. This acquisition complements our existing efforts in opening new locations, and much of our future growth will be concentrated in this end of the business."

Skinner added, "The association between the two companies has been a very compatible one from the start, and I am pleased that Atari Games will be stepping in to continue developing the business with the same enthusiasm in which it was started."

Gremlin returns, exhibits at AMOA

Gremlin Industries, a company best known for its successful wall games and videos in the late 70's, is being reorganized by a group of former employees and plans to introduce two new games at the upcoming AMOA Expo.

The new Gremlin will be under the direction of Tom Liskowiak, former manufacturing manager, and Bob Pecoraro, former engineering chief. Frank Fogelman, founder of the original company, will be serving as an advisor to the group, which plans to produce a family of wall games.

Gremlin's updated versions of its popular wall games will utilize new technologies in the control units and incorporate state-of-the-art sound processing. Working closely with SEA, a San Diego based laser manufacturer, Liskowiak and Pecoraro hope to bring a bit of flash to their new games, the first two of which will be exhibited at AMOA in November.

For more information, contact Tom Liskowiak at (619)457-1994.

SMS obtains video poker rights

SMS Manufacturing of Lakewood, N.J. recently purchased all rights to the video poker games of IGT of Reno, Nev. and plans to re-release the popular *Draw 80 Poker* in the near future.

According to Jim Pietrangelo, vice president of SMS, the re-release "will not be a replica of the *Draw 80 Poker*, but will be the same *Draw 80 Poker* manufactured as it was by IGT before the company discontinued producing the game. The *Draw 80 Poker* is a legend with a mystique all its own. We will do justice to the game in order that the legend may live on."

IGT discontinued production of video poker games about four years ago and focuses its attention on casino machines.

For further information, contact SMS, 1000 Airport Road, Lakewood, NJ 08701, 800/221-0138; in New Jersey, (201)370-3030.

Leland Corp. now official

Cinematronics, Inc., the El Cajon, Calif., video manufacturer purchased by Tradewest of Corsicana, Texas, in April, 1987, has been officially renamed The Leland Corp.

Among the principal employees of the corporation are: Leland Cook, chairman; John Rowe, president/Tradewest; Jim Pierce, president/Leland; Ken Anderson, vice president of sales and marketing; Dave Dodd, vice president of operations; Gary Mathis, controller; Debbie Austin, marketing manager; and Donna Jorgensen, customer service manager.

Arizona association readies for battle

For those that have been in the coin-op industry since the video boom, the name Mesquite, Texas, has a special connotation. It was one of the first cities to test a complete and total ban on video games. The industry followed the case from its inception, knowing that it could have serious repercussions on other cities and states.

Arizona may have the same distinction concerning any and all prize coin-operated machines including cranes

and merchandisers, Skee-Ball, and recorded replay games such as pinball. The law also applies to pool and dart tournaments with cash prizes.

The state of Arizona has lumped cranes and merchandisers, and the other types of equipment into the gambling category. Gambling is described in detail by the judiciary committee: "an act of risking or giving something of value for the opportunity to obtain a benefit from a game or contest of chance or skill or a future contingent event..."

The law offers a loose exclusion for amusement gambling which, in part, states that a game is considered amusement gambling if "no benefit is given the player or players other than an immediate and unrecorded right to replay which is not exchangeable for value."

Attorney General Bob Corbin said in an article in the Arizona Republic newspaper, "The law was prompted by hundreds of illegal gambling operations in Phoenix, some run by organized crime, that were not being stopped because the penalty was only a misdemeanor. The change in the law will help police crack down on illegal sports betting and card-game operations."

The Arizona Coin Machine Council, the operator's association has reorganized to fight the law. "This bill gives other anti-amusement states a model to copy," said a strongly worded letter from Martin Ancona of the ACMC. "This is not just an Arizona problem, but an industry problem that needs to be stopped here."

The association is seeking financial support from all segments of the industry. It is planning to file a lawsuit against the State of Arizona. The cost of the litigation is, naturally, high so the association is appealing to the industry for help. Several companies, Falcon Automatics, Gold Mine, Golf & Stuff, and Great Games, have agreed to split the retainer fee for the attorneys but donations will be vital to success.

In a letter to Play Meter, Ancona said, "I would like to thank the manufacturers, distributors, and suppliers that have financially supported our effort, but some feel this is a local problem that doesn't involve them. I feel this is an industry problem that needs to be stopped. It is beginning to spread like an uncontrollable cancer. Law enforcement agencies from other states are watching the outcome of this new Arizona law, ready to adopt it for their area. How many cities and states must outlaw prize vending games before it becomes an important issue to our industry?"

Anyone needing more information may contact the ACMC at (602)269-7596.

AMOA Expo almost sold out

More than three-quarters of the 486 available booths for The Amusement and Music Operator's Association (AMOA) 38th international exhibition and educational seminar have been sold already, indicating an early sellout for the year's largest show, held November 5-7 at the Hyatt Regency, Chicago.

Jim Trucano of Black Hills Novelty Co. in Rapid City, S.D., chairman of the Expo '87 exhibits subcommittee, noted, "The response from so many leading manufacturers so early indicates that this may be our biggest and best show in years." The number of booth spaces has steadily increased in the last three years.

The Expo will showcase products and technologies including pinball games, CD jukeboxes, pool tables, cranes, video games, electronic darts, pay telephones, cigarette vending, and other coin-operated equipment.

Seminars will feature recognized industry, government, and management experts who will address: cranes--from a merchandising perspective, cranes--from a technical perspective, cigarette vending, the advantages of computerization, management excellence, copyright and trademark enforcement, leagues--with emphasis on darts, how new tax laws affect our industry, and more.

The annual banquet and stage show will feature The Four Lads with their vintage 50's and 60's music and Bo Thorpe and his orchestra.

The women's program this year includes a brunch and fashion show on Friday, November 6. A hospitality suite for spouses will open on Thursday, November 5.

For information on registration, housing, and exhibits, contact AMOA headquarters at 111 E. Wacker Drive, Chicago, IL 60601, (312)644-6610.

Iowa man fined and sentenced

Gary Kraayenbrink of Soo Valley Vending in Sioux Centre, Iowa was sentenced on July 27, 1987 to 60 days in jail and placed on probation for five years for his involvement in the distribution of illegitimate video games.

In addition, Federal Judge Donald O'Brien of Sioux City, Iowa also ordered Kraayenbrink to pay a $10,000 fine. Two other previously indicted defendants, Henry and Glen Kraayenbrink, are currently being considered for the pre-trial diversion program.

The Kraayenbrinks were originally indicted on nine counts on April 22, 1987. Gary Kraayenbrink plead guilty to one count of violating federal trademark laws and one count of violating federal copyright laws on June 26, 1987. The guilty plea involved Konami's *Rush 'N Attack* and Taito's *Birdie King 2.*

Bob Fay, director of industry affairs and enforcement for The American Amusement Machine Association (AAMA) praised the work of the FBI and the U.S. Attorney's Office in Sioux City for their efforts in this case and stated again, "individuals that continue to import, distribute, and operate illegitimate video games can be sentenced to jail terms."

CMIA honors Kirby and LeBlanc

The Coin Machine Industries Association of New England (CMIA) will honor Rick Kirby, general manager of New England Coin-Op, and Bob LeBlanc, general manager of Rowe International, Inc. as its 1987 Men of the Year at the association's annual dinner dance on October 1 at Lombardo's of Randolph in Randolph, Mass.

Kirby and LeBlanc are being commended for their continued support of the association, tireless contributions of facilities, personal time, and financial

Having Trouble Moving Bulk Plush Stock??
Save Trouble!!
Save $$$.$$!!
Buy Brady Mixes!!

Save Money!!
Save Time!!
Save Warehouse Space!!!

◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆ ◆◆◆

* Up To 32 Different Varieties In Each Mix.
* Over 200 Items In Stock At All Times.
* Custom Plush Mixes Available.
* Quantity Purchases Available Upon Request.
* Average Cost Of Mix 60¢ Or 70¢ @ 180 Pcs.
  80¢ Or 90¢ @ 144 Pcs.
* New Mixes Daily.
* "E.T." Available In Mixes.
* 24 Hr. Shipping.

Brady Novelty 1415-B Crossbeam Drive Charlotte, N.C. 28217
(704) 525-8130

assistance that helped CMIA as an industry group.

The dinner dance will include a reception, dinner, and dancing for an enjoyable evening shared by industry members.

Currie named to coin coalition

Rick Currie, president of Coin Controls, is the American Amusement Machine Association representative to the Coin Coalition, an association supporting the introduction of a new U.S. dollar coin and withdrawal of the dollar note.

Recently the Canadian government introduced a dollar coin and will be eliminating its dollar note. The Canadian dollar coin is gold-colored like the one proposed for the U.S.

Of the Canadian introduction, Currie said, "The Canadians did their homework and they got their dollar coin; now we're doing ours and we expect the same outcome."

Other members of the Coin Coalition include: Amusement and Music Operators Association (AMOA), Copper and Brass Fabricators Council, Copper Development Association, INCO, Inc., National Automatic Merchandising Association (NAMA), National Parking Association, and RP Foundation Fighting Blindness.

Rick Currie

Korean copiers slowed

Vic Leslie, Sega's European representative, has stated that efforts to thwart Korean copiers are being rewarded. He was quoted in Coin Slot magazine, "In the light of the criticism leveled at the Japanese manufacturers over recent years, I think the events so far this year are demonstrating that the manufacturers can be effective in this area." His comments referred to Sega's Judicial Affairs Department in Japan and its chief Kiichi Nishikura, who found two South Korean laws which can be used against copiers of games.

With the cooperation of other Japanese manufacturers, he had criminal charges brought against seven Korean companies and several individuals.

Ten Japanese companies, by the end of last year, had filed criminal charges against the companies and individuals for infringing copyrighted games.

WAMO brings singing group to AMOA

Thanks to the Wisconsin Amusement and Music Operators (WAMO), live entertainment will be part of the AMOA Expo '87 reception honoring incoming president Walter Bohrer, Jr. on November 5.

WAMO has arranged for the Young Ambassadors singing group, graduates of the famous Kids from Wisconsin, to perform at the reception to honor Bohrer. WAMO is his state association.

WAMO members worked hard to secure contributions to underwrite the $3,500 fee required by the singing group. The association's executive director, Joe Phillips, said the WAMO board has also extended invitations to Wisconsin Governor Tommy Thompson and Senator Bob Kasten to make an appearance at the reception.

Young Ambassadors singing group.

Rowe initiates "Operation Blue Jeans"

Rowe International, Inc. of Whippany, N.J. is taking its top executives out of the office and putting them on the road with customer's routemen in a new program called "Operation Blue Jeans."

The purpose of the program is to increase awareness of and responsiveness to the problems and situations faced by all the links in the chain of distribution, sales, and servicing of Rowe products. The product line includes jukeboxes, vending machines, and coin changers.

Rowe designs and manufactures its coin-operated machines, but has a nationwide network of distributors to sell the machines to food service organizations, to music and vending operators, and to institutions such as hotels, restaurants, schools, game rooms, and the military.

Gilman King, president of Rowe, explained, "Like any manufacturer, we pride ourselves on being sensitive and responsive to our customer's needs. We've recognized, however, that our day-to-day contact with distributors and their clients does not always provide us with sufficient feedback. We need to better understand how Rowe products are perceived in the field and the specific problems facing route and service people. Acquiring this input first-hand will help us make our products even better."

Sixteen executives will each work in field locations for a week, starting at the top with King. They will assist in stocking machines, placing new ones in locations, servicing machines, and performing money room procedures.

This is an example of being able to see the problems rather than being told second-hand. Locations have met the program with enthusiasm.

Input gained from the program will be translated into recommendations for positive changes in the company plants and marketing operations. Implementation of the changes will be followed by monitoring to make certain that the problems are being solved. Added King, "Future field visits will be the best measure of the effectiveness of the program."

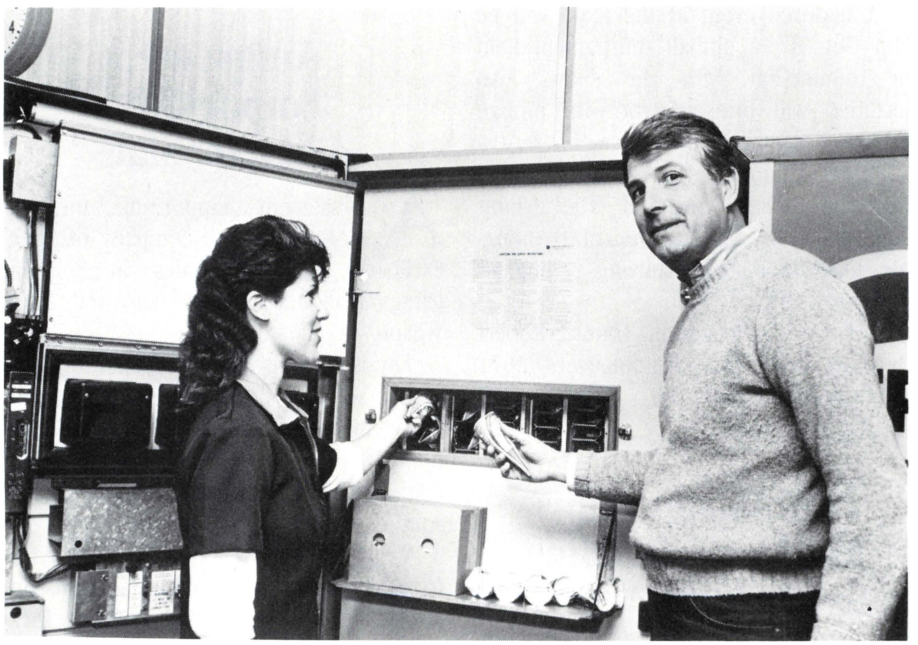
In other Rowe news, the company has distributed ballots for its second annual Video Jukebox Viewers Poll. Selections from this poll will appear on the first half of the November Reels, by category, for all Rowe Video Jukeboxes.

In addition to the general poll, there are slots for two new categories this year, the winners of which will appear on every Rowe Video Jukebox, regardless of category. These slots are for "vintage video clip" and "featured artist."

Atari appoints Momoda

Atari Games has announced the appointment of Jerry Momoda as product manager in the marketing department. Momoda has five years of industry experience.

According to Mary Fujihara, marketing director for Atari, "Jerry is a key addition to our team, as he will be contributing a great deal of product and industry knowledge to the development and marketing efforts at Atari.



Gil King of Rowe gets hands-on experience in "Operation Blue Jeans," a program of in-field work that will be translated into product recommendations.

Jerry Momoda

"As product manager he will be directly responsible for driving specific products to market, and insuring that the product successfully meets the needs of

operators and game players. Jerry also will be handling the market research, advertising, promotions, and sales support functions for specific products."

During the past year, Atari has been releasing a new game every six to eight weeks and with the addition of Momoda the company expects to be able to expand its marketing programs.

Momoda has held various marketing and sales positions with Nintendo, Sega, and most recently, SNK Corp. He will be working at Atari's Milpitas, Calif., headquarters.

IAAPA expects large turnout

The International Association of Amusement Parks and Attractions (IAAPA) expects over 550 companies to exhibit at its 69th Annual Convention and Trade Show November 4-7 at the New Orleans Convention Center.

The program of activities includes 30 informative workshops, social events, and many hours of exhibit floor time for attendees.

The seminars will include such subjects as: marketing strategies, distributor relationships, waterpark revenues, small facilities roundtable, ride operations, staff motivation, games workshop, and more.

nd annual banquet and reception round out the calendar of events.

For information on registration, programming, or housing, contact IAAPA headquarters, 4230 King St., Alexandria, VA 22302; (703)671-5800.

Susan Jarocki

SNK names Jarocki

SNK Corp. of America has named Susan Jarocki to the position of product manager/marketing administrator for the coin-op division.

Jarocki recently held a similar position with Data East USA and previously worked in the manufacturing field with Nomac, Ltd. In addition, she has held administrative positions in the distributing field with both Atari Distributing and Atlas Distributing, both in Chicago. She began her coin-op career as an arcade manager in Chicago.

Paul Jacobs, president of SNK Corp. of America, said, "We look forward to Sue making strong contributions to our company both in product development and related sales and marketing functions. Her experience in all phases of the industry--manufacturing, distributing, and operating--is a big plus, and we're pleased she has joined our team."

Pinball Expo coming in October

Pinball enthusiasts from across the country are gearing up for Pinball Expo '87, scheduled for October 9-11 at the Rosemont Holiday Inn in Rosemont, Ill.

A featured event at the Expo will be Flip Out '87, a pinball tournament held in conjunction with the show. Also included will be seminars with pinball artists, designers, and engineers.

The banquet will feature noted historian Richard Bueschel. The exhibit hall will be open for a total of 16 hours for those interested in buying, selling, or just browsing.

For more information, contact Robert Berk at Pinball Expo headquarters, 2671 Youngstown Road, S.E., Warren, OH 44484, (216)369-1192.

McAllister joins American Vending

Jim McAllister has been named controller for American Vending Sales, Inc., of Wood Dale, Ill.

McAllister has extensive experience in the vending industry and formerly held various posts in the business, including credit analyst for Empire Distributing, a credit manager for Bally Midwest, and assistant director of credit for all Bally distributing units.

According to Frank Gumma, president of American Vending Sales, "Jim's strong financial background and knowledge of our business will help the company continue to grow while better serving our operator clients."

Windy Corp.has *Fanky Malloon*

The Windy Corp. of Gardena, Calif. now sells, services, and provides replacement parts for *Fanky Malloon*, a completely automatic helium balloon vending machine.

Fanky Malloon dispenses an 11-inch balloon, a floating billboard that may be imprinted with the location's name or logo. It puts on a show as it begins the inflation process in full view of the happy customer.

The unit is simple to operate and maintain. It has been in production for over 10 years.

For more information, contact Windy Corp., 800/421-1980; in California 800/532-8300.

Amusement Emporium adds to staff

Amusement Emporium, Inc., a Colorado-based company offering exclusive telephone sales in coin-op games, has added Steve Kay and Mike Wilson to its staff.

Kay is responsible for all operator and jobber accounts in the U.S. central region that includes Minnesota, Wisconsin, Illinois, Iowa, Missouri, Arkansas, and Louisiana. He formerly handled the southeast region.

Wilson will be responsible for service to all operator and jobber accounts in Maryland, Delaware, Washington D.C, Virginia, North and South Carolina, Georgia, Florida, and Puerto Rico.

SUZO®

TRADING COMPANY

SUZO INTRODUCES
a new generation joysticks

"THE INDUCTIVE CONTROL SYSTEM"

With a conventional micro switch control joystick, 80% of the running costs are caused by the micro switch alone. And that adds up a lot of money!

First: The servicetrip to the location and time spends to repair - This usually costs more than a new joystick.

Second: Income lost from down-time when a machine is out of order.

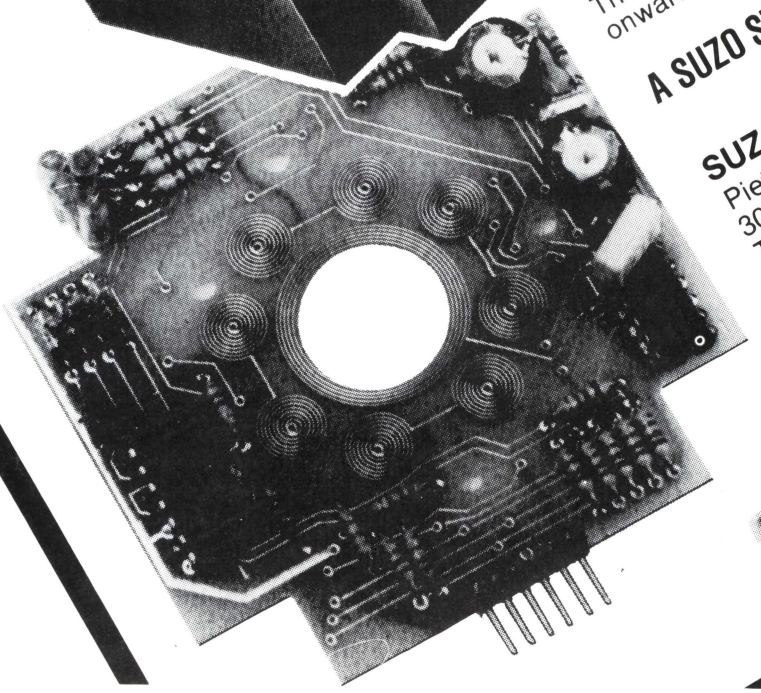
We have the solution to this problem with the new "inductive control system" - no contacts - no micro switches. Only a contact board with a few electronic components; all these things mount on the strong STC joystick control (now with a strong spring on the handle).

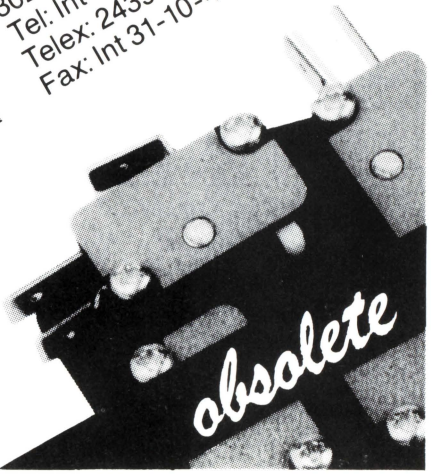
This joystick can easily be mounted on production lines and will work on 5vDC, suitable for all power supplies. The "inductive control joystick" in universal 4 and 8 way, and has adjustable sensitivity control (both easily adjustable by potentiometer).

The new joystick will be available from **September** onwards.

A SUZO STICK... IS A JOY FOREVER

SUZO trading company b.v.
Pieter de Hoochstraat 40
3024 CS Rotterdam - Holland
Tel: Int 31-10-4766399
Telex: 24392
Fax: Int 31-10-4779481





New recommendations on standardization

AMOA's industry standardization committee has added nine new recommendations to its list of standards for parts and components in the coin-op industry, bringing the total to 15.

The following is a list of all recommendations:

1. All coin door locks and cash door locks shall be a standard 7/8-inch barrel. (see #14)

2. All games shall have a power switch located on the upper left-hand section of the cabinet, except when prohibitive by regulatory requirements.

3. All games using electronic sound shall have a volume control located inside the front door easily accessible, or prominently marked.

4. All games and coin mechanisms shall accept Canadian coins or adequately reject them so as to not cause coin jams. (see #13).

5. All pinballs should utilize the standardized bookkeeping procedure with the same sequence of functions enabling owner/operators to easily access and recall the format for calling up pinball bookkeeping. (see #10)

6. All games shall have a handle or handlegrip adequate for easy loading of the game onto a two-wheel dolly.

7.All games utilizing leg levelers shall have the levels mounted to the equipment using metal plates or other similar support to support the leveler and prevent its accidental removal during moving.

8.All monitors, PC boards, and power supplies shall be located or shielded to protect them from liquid spills in vents or holes located above the component. Shields should properly channel liquid away from components.

9. Fluorescent video game header lights should be an 18-inch, 15-watt. Miniature lights shall be, wherever possible, a single contact 13V bayonet base or 6.3V bayonet or wedge base.

10. Pinball bookkeeping addition to Standard #5. The first three pinball bookkeeping functions shall be in order as follows: a)total coin meter (resetable, accumulative), b) percentage of replays, c) play time-one ball-game.

11. Action buttons, including fire, starts, and playing action, shall mount in a 1.187-inch diameter hole.

12. Joysticks shall have specific mounting dimensions (standardization committee has diagram).

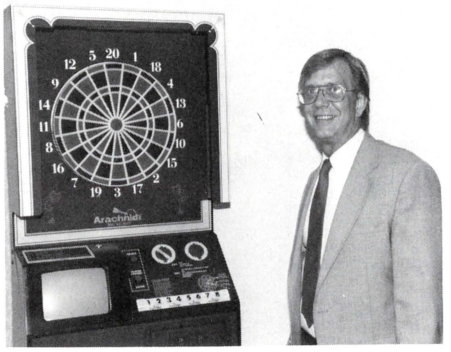
13. Coin mechanism addition to Standard #4. Coin mechs shall be mounted in machines with a quick release for easy removal.

14. Lock cam addition to Standard #1. Lock cams shall be straight 1 1/4-inch with a double D hole.

15. Video game serial number shall be located on the outside highest permanent vertical rear panel and permanently affixed to the equipment.

Anderson, Dickison join Arachnid

Arachnid, Inc. of Rockford, Ill. announces the addition of Owen Anderson to its staff as purchasing/materials manager and Jim Dickison as field sales representative.



Owen Anderson

Anderson has over 17 years of business experience and had formerly held posts with Warner-Lambert Co. in its consumer products division in procurement/materials management, and U.D.L. Laboratories as director of manufacturing. He is certified in materials management by the American Production and Inventory Control Society.

Dickison will be traveling to distributor shows and Arachnid-sponsored promotions in the U.S. and overseas. He is a veteran salesman and has represented Snap-On Tool Co. and his own business, Dickison Solar Power Systems. Most recently, he has worked for Arachnid Custom Injection Molding, the plastics division of Arachnid, Inc., as a sales representative to the midwestern market.

Jim Dickison

Dickison is familiar with Arachnid's promotional marketing program, has participated in a Rockford, Ill. dart league for several years, and attended major tournaments as an official.

T.O.P. adds three

T.O.P. Distributing Co., Inc., with offices in Rochester and Syracuse, N.Y., has announced the addition of Jack Shawcross, Franz Brunner, and J. John Everett to its staff.

According to Tom Tarantelli, "Most all our family of customers who know Jack, Franz, and John can appreciate, as we do, the knowledge and expertise of our industry they bring to us. Jack will be working out of both offices, Franz and John will be in the Syracuse office."

These additions are designed for better service to operators in upstate New York. T.O.P. has more wats lines for customer convenience. Call the Rochester office at 800/222-8671; in Syracuse 800/643-6363.

Laser War includes cleaner

Data East Pinball announces that Nu Look Products will be the official playfield and rubber cleaner of its

first pinball game, *Laser War.*

The first 2,000 units of *Laser War* shipped in the U.S. and Canada will come with these products compliments of Nu-Look Products of Hollywood, Fla.

For any further information, contact Jeff Walker, vice president of sales/international for Data East Pinball, (312)345-7700.

Philip Morris issues positive report

Philip Morris Companies, Inc. reports improved operating revenues, earnings before income taxes, net earnings, and earnings per share both for the second quarter and first half of 1987

Referring to the company's worldwide cigarette operations, Hamish Maxwell, chairman and chief executive officer, stated, "Operating revenues for Philip Morris USA increased in this year's second quarter and first six months. We achieved higher unit volume and market share in the second quarter and first six months of 1987 over the similar periods last year.

"Philip Morris International's operating revenues in 1987 increased strongly over the second quarter and first half of last year. Overall cigarette unit volume, including exports, was higher than in the second quarter and first half of 1988, and the weaker U.S. dollar again had a positive effect on foreign currency-denominated revenues."

Maxwell added that the company is initiating a program to expend $1 billion to buy back from time to time up to ten million shares of its outstanding common stock. Purchases will be made in open market transactions or in private transactions at prevailing prices. Reacquired shares will become treasury shares and may be reissued under employee benefit plans or used for other corporate purposes.

Philip Morris Companies, Inc. has four principal subsidiaries: Philip Morris, Inc. (Philip Morris USA and Philip Morris International), General Foods Corp., Miller Brewing Co., and Philip Morris Credit Corp.

Ernest Telecom offers AOS Services

Ernest Telecom of Norcross, Ga. plans to introduce an Alternative Operator Service (AOS) at the NATA Show in December. The service will provide ET distributors with a package of operator assisted services to create additional profit potential.

These services will be marketed to public, business, and residential telephone users and includes enhanced network services such as voice mail, tele-messaging, and standard operator services.

Switches will be installed in the Atlanta and Los Angeles area offices to service the national network during the next six months. The company is presently negotiating all major BOC billing agreements. Commercial credit card agreements have been in place since the introduction of the credit card/coin phone, *Universal II.*

AMOA N.Y. celebrates 50th Anniversary

The Music and Amusement Association (MAA-AMOA New York City) extends an invitation to all New York State Coin Machine Association (NYSCMA) members to join in its 50th anniversary celebration on Columbus Day weekend, October 9-12, at Kutsher's Country Club in Monticello, N.Y.

MAA-AMOA New York City with take the occasion to honor its president, Howard Herman, president of County Amusement Co., as its man of the year.

The keynote speaker for the event will be Richard Hawkins, president of The Amusement and Music Operators Association (AMOA). NYSCMA has scheduled its board of directors meeting to be held in conjunction with this occasion.

Hawkins presents Hesch award

During the New York State Coin Machine Association (NYSCMA) board of directors meeting in July, Richard Hawkins, president of AMOA, presented one of this year's scholarship awards to the parents of Susan Grill, a student at the State University of New York at Buffalo.

Miss Grill could not personally attend as she was in Taiwan teaching Taiwanese medical personnel her system of medical research procedures. When she returns to school in the fall, the Western New York Coin Machine Operators Association will conduct a special presentation ceremony for her.

Randy Bergman of Dart Amusement in Buffalo, and board member of the NYSCMA, sponsored Miss Grill.

Mr. and Mrs. Fred Grill, left, accept Hesch Scholarship for their daughter Susan from Richard Hawkins of AMOA and Bill LeHart of NYSCMA.

Coin Controls hosts overseas seminar

Coin Controls, Inc. of Elk Grove Village, Ill. recently conducted a two day training seminar at the company's Oldham headquarters in the United Kingdom. Leading overseas distributors from the Netherlands, France, Italy, and the USA attended.

The seminar was held to train the distributors on the company's Sentinel electronic multi-coin validator, the new Sentinel Toolkit, and to update knowledge on the latest products offered by Coin Controls.

Mike Horne, of the technical services division at Coin controls, headed the seminar. Sandy Brammer and Mark Vernon of marketing and sales, also contributed.

Patrick Souverein, director of Suzo Trading Co. in the Netherlands, commented, "This kind of training will be most valuable in helping Suzo provide the excellent level of service that customers of Coin Controls' products have come to expect worldwide. Our market in the Benelux countries will benefit accordingly."

According to Alan Barker, marketing director for Coin Controls, "We are very pleased with the success of the seminar, which underlines the company commitment to providing full servicing and technical back-up to our dealers throughout the world."

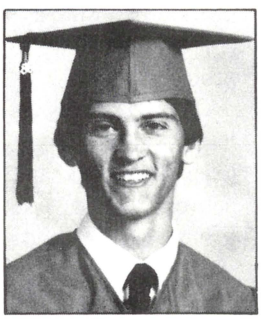
ASCAP promotes Knittel

ASCAP has promoted L. Barry Knittel to the post of director of licensing. He previously served as director of national sales for general licensing.

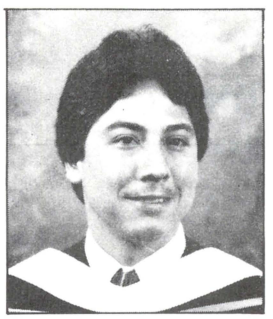
Knittel will oversee ASCAP's entire licensing operation, including his former responsibility for licensing tens of thousands of non-broadcast music users nationwide such as colleges and universities, restaurants, taverns, and other locations.

1987-88 Hesch Scholarship Recipients

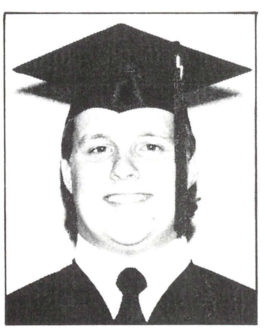
Below are the 1987-88 recipients of Wayne Hesch Scholarships. The AMOA board of directors approved the awarding of 10 scholarships in the amounts of $1,000 at its April meeting in Reno, Nev.



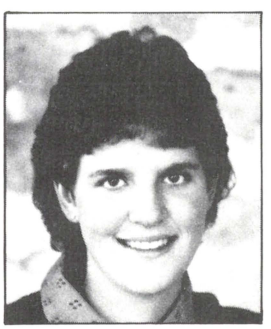
Chris Allen
Randleman, N.C.



Vincent Castro
Alhambra, Calif.

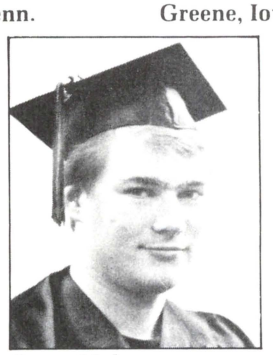


John Dollar
Trenton, Tenn.

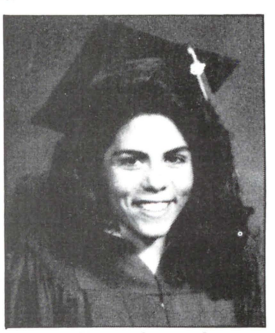


Mara Graven
Greene, Iowa

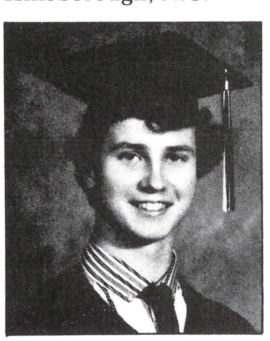
Susan Grill
Hillsborough, N.C.



Steve Light
Flint, Mich.



Lynne Pantelopoulos
Broomfield, Colo.



Skylar Sudderth
Austin, Texas

Joseph Uraco III
Wheeling, W. Va.

Dawn Wellinger
Milwaukee

ALL CRANE OPERATORS

GRAYHOUND is now supplying Premium Specialized pre mix assortments for all type cranes, manufactured or in use today. Grayhound realized that there was a need for better prize assortments for all type cranes in the market place. Our variety changes every week on a Regular Basis. Call today to increase your crane income.

ONLY $99.00 EACH

TOLL FREE 1-800-222-0491
GRAYHOUND CRANE SUPPLY DIVISION
Ask For (Lisa, Mel or Theresa)

In Florida Call A & G Distributors
305-923-5815 Ask For (Gary or Agnes)

OUR PRIZES ARE THE BEST IN THE INDUSTRY !

WESTERN SHOOTOUT

Early dawn they came from all over the South West to go face to face, take 8 paces, turn and shoot to see who would be left standing after the Shoot-Out.

The first Annual Western Shoot-Out held in San Diego was a tremendous success. The shoot-out offered trophies to the first 5 teams plus $1300 cash and prizes. The Tournament was held at the Salmon House of Marina Village, Mission Bay, Saturday, July 25th.

Shooters traveled by Land, Air, and Amtrack to play in the tournament. Over 120 players and their guests attended the event. Many of the key players were there to meet for the first time.

The competition began at 9:30 A.M. with Open "301" and Women's "301" as the main events.

There were two special side contests (no entry fee) that went on all day. Merit Industries sponsored an "ongoing" game of Cricket. Prizes were awarded each hour for the highest score in a special 9 dart version of Cricket. The local merchants of Marina Village donated $350.00 in prizes for a side game of High Score. The winner drew an envelope with prizes ranging from harbor cruises, dinners for 2 to ½ day passes on the local sport fishing boats.

The Open "301" went to Babe's Place in Poway consisting of team members Joe Dunne, Bob Stecker, Leo Grosshaws and Ken Terill. The Women's "301" team from Tee Kee-Tee-Darts in Phoenix included Terry Facio, Teresa Mason, Peggy Geist, and Bart Larson. Second Place Women's went to the Phoenix Sunbirds and third place went to Jerry's Dolls from Los Angeles, California.

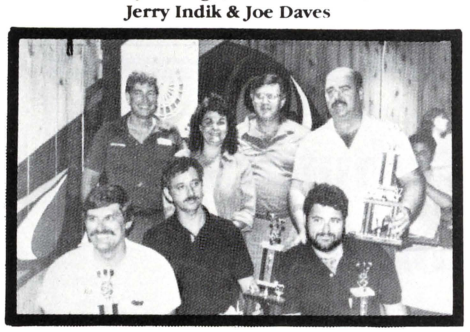
Second place Open "301" went to DMI Cobras from Los Angeles and third place went to Tammy's from Glendale, Arizona. Cash awards and trophies were given for the first 5 placing teams and Party Dart home boards were awarded for 6th place winners.

We'd like to thank our sponsers; DMI, Mountain Coin, Progressive Games, Merit Industries, and many others who have helped make this event possible.

When the sun went down and the smoke cleared we knew who was the best in the West. Good Shooting Babe's and Firebirds. We will meet again and Good Darts!

1st Place, Open 301 "Babes"
TOP ROW: Rich & Candy Lynch and Mort Ansky of Merit. Joe Dunne, Bob Stecker, Less Grosshaws & Ken Terrill

2nd Place Open 301 "DMI Cobras"
Randy McHugh, Mike Morrison, Jerry Indik & Joe Daves



3rd Place Open 301 "Fanny's"
Don Mason, Bob Lonchance, Tom Milks & Ken Rice

4th Place, Open 301 "Turns Corner"
Kevin Adams, Ace DuBois, Reggie Carter & Kevin Adams

1st Place, Women's 301 "Firebirds"
Barb Larson, Terry Facio, Teresa Mason and Peggy Geist

5th Place, Open 301 "Nice & Easy"
Tom Dennis, Pat Kehoe, George Souliotos, Ken Way

AMOA forms jukebox promotion committee

Following a lengthy jukebox roundtable meeting at Lieberman Music Co. in Minneapolis on July 29, a group of Amusement and Music Operators Association (AMOA) member companies and five manufacturer representatives agreed to form a jukebox promotion committee.

William Carpenter, executive vice president of AMOA, explained that the meeting included a free exchange of comments on the history of the jukebox industry, current trends in the recording industry, the jukebox market, and a discussion of what will benefit the jukebox operator in the future. A discussion of how to best promote and market jukeboxes resulted in an agreement to work toward having a national jukebox week in 1988.

Rock-Ola's Bette Lockhart provided a history of the jukebox business.

A subsequent meeting was held in Washington, D.C. on August 4 with representatives of the Record Industry Association of America (RIAA), which will support the AMOA committee activities.

Operators attending the meeting in Minneapolis included: Wally Bohrer, Hastings Distributing, Milwaukee; Sharon Harris, Stan Harris & Co., Philadelphia; Jim Hayes, Gem Music & Vending, Dayton, Ohio; Don Hesch, A.H. Enterprises, Rolling Meadows, Ill.; Clyde Knupp, Amuse-O-Matic, Fort Dodge, Iowa; Steve Lieberman, Lieberman Music, Minneapolis; Russ Mawsdley of Russell Hall, Holyoke, Md.; Bob Nims, Lucky Coin Machine, Metairie, La.; Harlow Norberg and Tami Norberg-Paulsen, C&N Sales, Mankato, Minn.; Tony Parina, Automatic Merchandising, San Jose, Calif; Norm Pink, Advance Carter, Minneapolis; Jim Stansfield, Jim Stansfield Vending, LaCrosse, Wis.; Tony Urso, Madison Coin, Madison, Wis.; Ed Velasquez, Velasquez Automatic Music, Chicago; and Gene Winstead, Twin City Novelty, Bloomington, Minn.

Clyde Knupp noted that the jukebox industry is a small one and that all factions are not working together. He expressed concern that the industry does not have a marketing committee and that it needs promotion and joint effort.

Bob Nims stated that AMOA must have a valid economic survey of the jukebox industry backed by manufacturers, distributors, and operators. He emphasized the importance of such a survey when new licensing negotiations resume in 1989.

Nims reported on a successful package promotion he has undertaken as an individual operator. At one of his locations he sponsors a 50's and 60's night twice a week that brings in great business for the two boxes and has turned the location into an excellent one.

Recommendations for increased public awareness of jukeboxes included contacting the Country Music Association in Nashville for its cooperation in promotions; and showing at the National Restaurant Association and Hotel association shows to promote the advantages of the jukeboxes--what it can do for a location's traffic and income.

There was a suggestion that AMOA conduct a survey in advance of the show this fall to determine how many jukeboxes are out on location and to obtain reliable data to work with in the future.

Bob Nims called for a solid economic survey of the jukebox business.

Programming and CD's in both three-inch and five-inch sizes were discussed, as well as the importance of rotating/changing records.

There was great support for a National Jukebox Week as an opportunity to conduct a jingle contest with a winner announced on national TV on a popular morning program, for example. A kick-off marketing program to get young America back to the jukebox was suggested.

Manufacturer representatives present at this meeting were: Joel Friedman and Michael Reinert of Rowe International, Bette Lockhart of Rockola Manufacturing, Joe Pankus of Seeburg Corp., and Jerry Reeves of Southern Music Distributing for Wurlitzer.

We will be hearing a great deal more on this subject as another meeting is scheduled at the AMOA Expo this November in Chicago.

FINISH THE YEAR FULLY INFORMED

. . .

LOOK TO PLAY METER'S UPCOMING ISSUES:

OCTOBER

CONDOM MACHINES COME OUT OF THE CLOSET AND INTO PROMINENCE. WHO MAKES WHAT IN THIS RE-OPENED MARKET?

NOVEMBER

SHOWTIME FOR THE BIGGEST BASH OF THE YEAR-AMOA EXPO! ALSO, FOLLOW-UP ON THE STATUS OF GRAY AREA GAMES.

DECEMBER

A YEAR IN THE LIFE OF COIN-OP ENTERTAINMENT-YEAR IN REVIEW ISSUE.

OPERATORS TALK

Hang Together or Hang Separately

I read an article many years ago that ran in one of the trade publications I believe the title was "Unity for Legislation." The article stated; "If the operators, distributors, manufacturers, suppliers, and location owners were ever unified throughout the country this combination would represent such a powerful force politically, morally, and financially that the coin-machine business would stop being kicked around, stop being the scapegoat for every politician and reformer, and stop being pushed to such low levels that the operator of a video game, amusement game, flipper game, jukebox, pool table, or vendor is ashamed to admit being in the business" and I must admit that never was a truer statement ever made!

So many of the people in the business today, especially the younger generation, think it's time to unify and rally against people and businesses that maintain constant bans and barriers against any and all coin-operated amusement equipment. Not only do these people maintain this constant ban but many of the officials, owners, and managers state in no uncertain terms in the press, in interviews, and in conversations, that in their opinion it is a bad business practice to allow any kind of coin-operated amusement equipment in their various malls, stores, fast food outlets, ice cream parlors, supermarkets, etc. We must admit that these various managers, owners, corporate heads, etc., are entitled to their opinion.

But, if it's a good business practice for these people to maintain a ban against our business, then it should be a good business practice on the part of the thousands of people throughout the country who are connected directly or indirectly with the operation, manufacture, transportation, and repair of any coin-operated amusement device not to patronize any and all the aforementioned, malls, stores, fast food outlets, and other place that maintain a ban and constant propaganda against the coin-machine business.

One might say that one ban promoting another counter ban is un-American. I can only answer this by asking: Is it un-American to protect one's business against the forces of hypocrisy?

In referring to the article that I mentioned earlier, I say let us stop being kicked around, let us not necessarily refrain from purchasing in stores or from patronizing places that do not have coin-machines as a part of their operation; many stores and business outlets are not necessarily suitable as locations for coin-amusement equipment. But what we can do is advise everyone *directly or indirectly or remotely connected with our business* and their families to favor and patronize whenever possible, the businesses that are friendly towards us and favor our industry.

I don't think that it is morally wrong, illegal, or un-American but only natural to help your friends and business partners above all others.

Don Reynolds

[We would like to hear from manufacturers, distributors, operators, suppliers, and everyone else connected with the coin-machine industry letting us know how they feel about this article. Your opinion and letters, pro and con, will be published.]

OPERATORS TALK

AAMA Responds To Operator's Inquiry

[In Play Meter's August issue, we printed a letter from an operator who was questioning whether parallel boards are, in fact, truly illegal. He sent a copy of an article from the Buffalo Law Journal which he felt had a bearing on the parallel board issue. Play Meter had sent the American Amusement Machine Association a copy of the article for its reaction and response. That response is printed here. As we have mentioned before, the parallel board controversy is a volatile one. . While AAMA is extremely vocal on the subject, operators are reserved. AMOA had prematurely issued a position paper which, after careful consideration, was amended. And though AMOA is not condoning the use of parallel boards, the association has stated it wants more research into the matter. Play Meter welcomes comments and opinions from operators so we can assess the situation more accurately.]

Thank you for allowing the American Amusement Machine Association (AAMA) the opportunity to comment on the legal controversy surrounding parallel or "gray market" imports.

The trademark case currently before the U.S. Supreme Court *(K-Mart Corp. v. Cartier)* [which was reprinted in the August issue] concerns an extremely narrow issue of the law: specifically, whether the regulations adopted by the U.S. Customs Service, which permit entry into the U.S. of gray market trademarked goods where the U.S. and foreign trademark holder are related, the trademark has been affixed under the authority of the U.S. trademark holder or the U.S. trademark holder has consented to the importation, are a violation of the Tariff Act of 1930.

Even if the U.S. Supreme Court ultimately upholds the validity of the customs regulations, this decision will have no effect whatsoever on the right of U.S. trademark holders to seek damages and injunctive relief against the importation of "gray market" trademarked goods in federal district court under the Lanham Act and the Tariff Act. All of the courts that have reviewed the validity of the Customs regulations, even those that have upheld them, have explicitly recognized this right.

The right of U.S. copyright holders to exclude "gray market" imports of copyrighted goods through litigation in federal district court is also well established based on Section 602 of the copyright Act of 1976 and was upheld in *Nintendo of America, Inc. v. Elcon Industries, Inc., et al.*, in which Elcon Industries violated Nintendo's exclusive right to distribute by importing and distributing a parallel version of *Donkey Kong.*

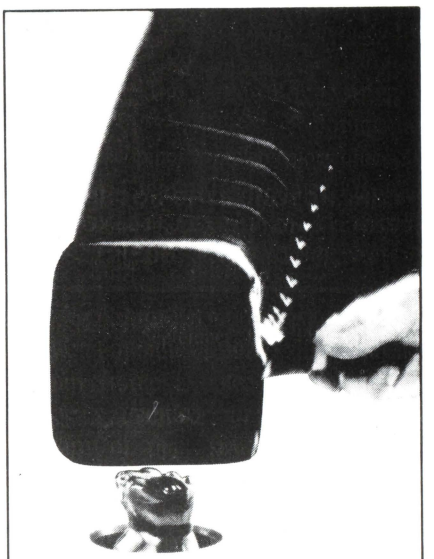
In short, the mere fact that the original manufacturer of certain goods abroad owns or controls the U.S. trademark or copyright holder for those goods does not mean that those goods may lawfully be imported into the United States by others.

In conclusion, the cases referred to by your reader simply deal with administrative procedures of the U.S. Customs service and not with whether parallel or gray market imports are legal.

Sincerely yours,

Robert C. Fay

ROBERT C. FAY
Director of Industry
Affairs and Enforcement



WHAC-A-MOLE

Everyone loves Whac-A-Mole!

Customers love to play and you'll love the way it pays. We have been building popular and dependable games for over a decade. Call and let us tell you more about our entire line of successful games.

Ask about our distributor discount.

Bob's Space Racers, Inc.
427 15th Street, Daytona Beach, Florida 32017
Telephone: 904-677-0761
Manufactured in the U.S.A.
Makers of amusement games since 1970

TOKENS

Call or write for complete information

VAN BROOK OF LEXINGTON, INC.
P.O. BOX 5044, LEXINGTON KY. 40555
(606) 231-7100

Billboard TOP TEN

Copyright 1987 by Billboard Publications, Inc. Compiled by the Billboard Research Department and reprinted with permission.

HOT 100

TITLE	ARTIST Label & Number/Distributing Label
1. WHO'S THAT GIRL	MADONNA SIRE 7-28341/WARNER BROS.
2. LA BAMBA	LOS LOBOS SLASH 7-28336/WARNER BROS.
3. LUKA	SUZANNE VEGA A&M 2937
4. DON'T MEAN NOTHING	RICHARD MARX MANHATTAN 50079
5. I WANT YOUR SEX (FROM "BEVERLY HILL COP II")	GEORGE MICHAEL COLUMBIA 38-07164
6. I STILL HAVEN'T FOUND WHAT I'M LOOKING FOR	U2 ISLAND 7-99430/ATLANTIC
7. ONLY IN MY DREAMS	DEBBIE GIBSON ATLANTIC 7-89322
8. ROCK STEADY	THE WHISPERS SOLAR 70006
9. HEART AND SOUL	T'PAU VIRGIN 7-99466
10. I JUST CAN'T STOP LOVING YOU	MICHAEL JACKSON EPIC 34-07253/E.P.A.

COUNTRY

TITLE	ARTIST Label & Number/Distributing Label
1. WHY DOES IT HAVE TO BE (WRONG OR RIGHT)	RESTLESS HEART RCA 5132-7
2. WHISKEY, IF YOU WERE A WOMAN	HIGHWAY 101 WARNER BROS. 7-28372
3. BORN TO BOOGIE	HANK WILLIAMS, JR. WARNER/CURB 7-28369/WARNER BROS.
4. SHE'S TOO GOOD TO BE TRUE	EXILE EPIC 34-07135
5. MAKE NO MISTAKE, SHE'S MINE	KENNY ROGERS & RONNIE MILSAP RCA 5209-7
6. TRAIN OF MEMORIES	KATHY MATTEA MERCURY 888 574-7/POLYGRAM
7. THIS CRAZY LOVE	THE OAK RIDGE BOYS MCA 53023
8. I'LL NEVER BE IN LOVE AGAIN	DON WILLIAMS CAPITOL 44019
9. BRILLIANT CONVERSATIONALIST	T. GRAHAM BROWN CAPITOL 44008
10. A LONG LINE OF LOVE	MICHAEL MARTIN MURPHEY WARNER BROS. 7-28370

ADULT CONTEMPORARY

TITLE	ARTIST Label & Number/Distributing Label
1. LOVE POWER	DIONNE WARWICK/JEFFREY OSBORNE ARISTA 1-9567
2. BACK IN THE HIGHLIFE AGAIN	STEVE WINWOOD ISLAND 7-28472/WARNER BROS.
3. LUKA	SUZANNE VEGA A&M 2937
4. ONE HEARTBEAT	SMOKEY ROBINSON MOTOWN 1897
5. I JUST CAN'T STOP LOVING YOU	MICHAEL JACKSON EPIC 34-07253/E.P.A.
6. MARY'S PRAYER	DANNY WILSON VIRGIN 7-99465
7. WHO'S THAT GIRL	MADONNA SIRE 7-28341/WARNER BROS.
8. DIDN'T WE ALMOST HAVE IT ALL	WHITNEY HOUSTON ARISTA 1-9616
9. ALONE	HEART CAPITOL 44002
10. LA BAMBA	LOS LOBOS SLASH 7-28336/WARNER BROS.

HOT BLACK

TITLE	ARTIST Label & Number/Distributing Label
1. CASANOVA	LEVERT ATLANTIC 7-29217
2. JUMP START	NATALIE COLE MANHATTAN 50073
3. ONE HEARTBEAT	SMOKEY ROBINSON MOTOWN 1897
4. LOVE IS A HOUSE	FORCE M.D.'S TOMMY BOY 7-28300/WARNER BROS.
5. TINA CHERRY	GEORGIO MOTOWN 1892
6. I JUST CAN'T STOP LOVING YOU	MICHAEL JACKSON EPIC 34-07253/E.P.A.
7. JAM TONIGHT	FREDDIE JACKSON CAPITOL 44037
8. I REALLY DIDN'T MEAN IT	LUTHER VANDROSS EPIC 34-07201/E.P.A.
9. LOVE POWER	DIONNE WARWICK & JEFFREY OSBORNE ARISTA 9567
10. HOLIDAY	KOOL & THE GANG MERCURY 888 712-7/POLYGRAM

COMING
TO A
Play
Choice
10
NEAR
YOU
Nintendo
The Systems Company

NEW SOFTWARE YOUR

Get ready for high voltage excitement as Nintendo presents its new video releases for the PlayChoice-10™ System.

With over 20 super-charged titles to choose from, you can create your own star-studded lineup. Rotate games to keep interest sizzling and your location on top of what's hot.

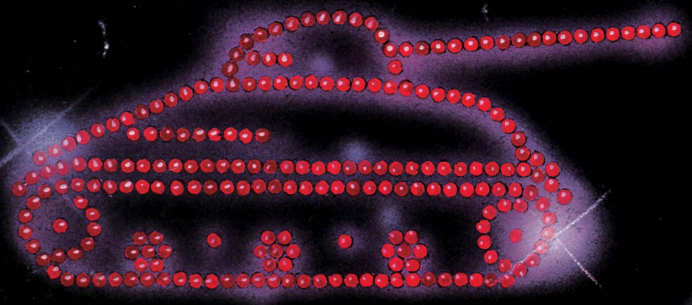
So turn on the excitement with PlayChoice-10. And watch your profits light up.

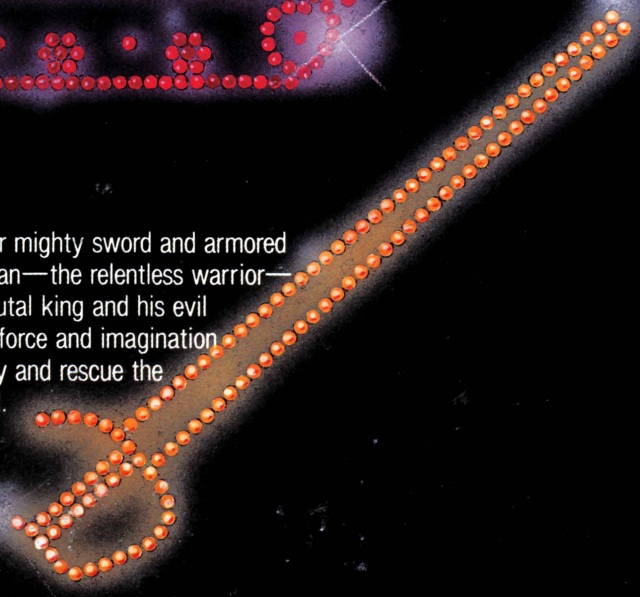
1942[1]

Will it be high-flying victory? Or defeat at the hands of enemy pilots? It's up to you and Super Ace to dodge and attack the incoming aircraft. Climb aboard and blast 'em out of the sky!

Rush'n Attack[3]

Your secret mission: to free dozens of POW's held captive inside a heavily armed guerrilla camp. Make your way with caution and skill to overcome the enemy, capture their weapons and destroy the base.



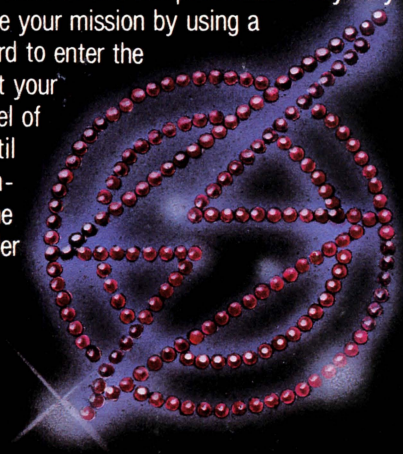


Trojan[2]

Armed with your mighty sword and armored shield, you are Trojan—the relentless warrior—in pursuit of the brutal king and his evil empire. Fight with force and imagination to defeat the enemy and rescue the people of the world.

Metroid™

You will have to take on the two mini bosses before you'll get your chance at destroying the Mother Brain in this complex maze of mystery. Continue your mission by using a password to enter the game at your last level of play until you vanquish the evil under ground.



TO ELECTRIFY Profits

Track & Field³

Go head-to-head with the competition in eight grueling athletic events: 100-meter dash, long jump, hurdles, javelin, skeet shooting, triple jump, archery and high jump. Start training for the arcade Olympics!

Castlevania³

Welcome to the deadliest dwelling on earth. Ghosts, goblins, demons and bats lurk in the shadows—all thirsty for your blood. Fight your way to the tower with your Magic Whip. Then face a duel to the death with the evil Count.

Look for these and other great new PlayChoice-10 game titles coming soon from Nintendo—The Systems Company.

Nintendo

The Systems Company

YOUR SYSTEM FOR SUCCESS

Now, more than ever, PlayChoice-10 is the system of choice for your video game location.

Sure, it still offers ten proven titles in one narrow-body cabinet. Plus a growing selection of software that lets you tailor your system to suit your location.

But now there's the PlayChoice-10 conversion kit. It can put your old Punch-Out!!®, Super Punch-Out!!™ and Arm Wrestling games back in the running for top video profits as PlayChoice-10 systems.

What's more, by using our special Game Exchange coupons,* you can purchase new software for only a $25 handling fee per game. So you can keep the excitement going season after season with our newest game titles.

PlayChoice-10. Only from Nintendo. Make it your system for success.

Contact your Authorized Nintendo Distributor for complete details. Or call Nintendo of America Inc., **(206) 882-2040,** for referral.

Nintendo®

The Systems Company

Nintendo of America Inc.
P.O. Box 957, Redmond, WA 98052
(206) 882-2040

*Offer for receiving five Game Exchange coupons for each conversion kit purchased is available for a limited time only. Contact your Authorized Nintendo Distributor for details.

A limited number of dedicated PlayChoice-10 cabinets are available. Check with your Authorized Nintendo Distributor.

©1987 Nintendo of America Inc.
Printed in U.S.A.

Nintendo and PlayChoice-10 are trademarks of Nintendo of America Inc.

[1]TM & ©1985 Capcom USA, Inc.
[2]TM & ©1986 Capcom USA, Inc.
[3]TM & ©1987 Konami Inc. All rights reserved.

TEN YEARS AGO

An age of enlightenment has come upon the industry, bringing with it an era of enlightened thinking, improved technology, and better business methods," declared publisher Ralph Lally 10 years ago in Play Meter's September 1977 issue. He went on to predict that operators would be their own worst enemies. "Outlandish loans, lopsided commission arrangements, and old worn-out equipment have gone the way of the dinosaurs. The sooner some operators realize that, the better off the industry will be."

Ralph covered the North Carolina Coin Operators Association show that year. Bally showed its new *Eight Ball* pin which Ralph accurately noted, "If you expected something ho-hum you've got another thing coming."

Vic Leslie, of the Cherry Group in England, was coinman in August 1976 and in the September 1977 issue, which was dedicated to the impact of the industry around the world, he wrote a follow up called "One Year Later." He explained the problems of acceptance of video games in Europe citing cost, suitability of product, timing, and confidence. Europe was slower in embracing the new technology, the silicon chip that soon would be the nucleus of the coin-operated entertainment industry. The steady fall of the value of foreign currency against the dollar forced prices of machines to an all time high. Suitability of product meant manufacturers would have to use the word "coin" instead of "quarter" on games to having themes appropriate to Europe where U.S. pastimes may not be viable subjects. Timing was even more critical because seasonal locations made up the majority of spots to place games. Games produced after June had little chance in Europe. And lastly, English operators were beginning to have more confidence in the American manufacturers. And Vic noted that the manufacturers were beginning to realize that if their games don't work or make money they would be the ones who would be hurt in the final analysis.

Coinman for September 1977 was Morris Nahum, founder of Amico Marketing Corp., a New York-based exporting company. Nahum described the goals of an exporter "to develop a coin industry in countries that do not have such an industry. What we look for are countries that are in the economic position to import more machines." Nahum also explained the problems of exporting to certain countries. Many countries viewed games as depriving children and that image is almost impossible to abolish or contradict.

Play Meter had a special dedication to the king of rock n' roll, Elvis Presley, who had passed away in August. "Elvis was one of a kind," the article noted. "And even though he is dead, he will remain simply Elvis. No further definition will seem necessary. No further definition will come."

New products introduced 10 years ago included Midway's *Desert Gun, Jet Spin* and *Centigrade 37* by Gottlieb, Stern's *Disco, Super 21* pool table by Mirco, NSM's *The Mint*, and *The Entertainer* by Fascination, Ltd.

Bally's *Desert Gun*

Gottlieb's *Jet Spin*

Gottlieb's *Centigrade 37*

The top five songs listed from Record World magazine were *I Just Want To Be Your Everything* (Andy Gibb), *Best of My Love* (Emotions), *Undercover Angel* (Alan O'Day), *Your Love Has Lifted Me Higher and Higher* (Rita Coolidge), and *Easy* (Commodores).

CRANES
TAKEN A STEP FURTHER

If you think that Advanced Custom Cabinetry, Inc. has introduced just another crane, look again. Besides an attractive, colorful cabinet, the company has added a feature not seen on any other crane merchandisers--a paddle to propel the prize into the prize chute.

Called *Elepunts*, the machine features a claw that picks up a prize every time. The catch is that the player must then maneuver the prize onto a paddle and then flip it. It may or may not hurl the prize to the prize chute.

The concept evolved about a year ago. ACC, whose expertise is in manufacturing cabinets, was building cabinets for other crane manufacturers. "We had built over 1500 crane cabinets and in doing so we began seeing what the problems were," explained ACC president Richard Bandell.

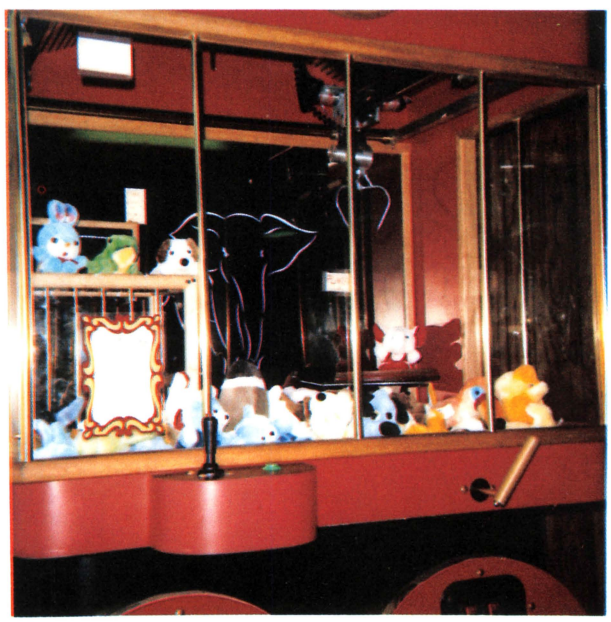
One of the first designs shows a "leg with a tennis shoe."

It was then the company started seriously working on various electrical and mechanical designs to come up with the best available. "We eventually used an idea derived from heavy factory equipment. We use a steel rack and gear drive combined with a linear motion ball-bearing slide that we designed," Bandell said.

But the game goes beyond superior mechanics, it is also dependent on eye/hand coordination. Players increase their skill with each play. "We decided that players needed something to give them a feel of determining the outcome so we incorporated something really unique," said Bandell. "We originally had an 'elephant's trunk' that the player moved the prize to but that didn't work as well as we had hoped. We then added a 'leg with a shoe' attached that would kick the prize, but again it was lacking something. Then when we changed to a paddle, we knew we had what we were looking for."

And what they were looking for was acceptance from players. "We put one of the paddle machines in an arcade and the arcade owner, who is rather blase about games, said he had never seen a new game take off like this one," exclaimed Bandell. "The owner had the machine toward the rear of the store and did absolutely no promotion. He had to call me to restock the machine before I had planned to go there!"

Bandell said that in researching for the concept he concluded that a crane had to meet certain criteria: strong player appeal; eye-catching, attractive, well-built, extra strong cabinet; maintenance-free mechanics; and maintenance-free electronics. "We feel that *Elepunts* has all four of these major points plus more such as a patent pending game concept, circus wagon design featuring a formica covered plywood construction with solid brass trim, a completely solid state electronic control board with a built-in lightning and surge protector, and an ACC designed claw that opens and closes by a small electronic gear motor."



The current design shows a plush animal sitting atop the paddle.

It certainly looks like fun and does indeed take a degree

of skill to play. Bandell explained that the players have already developed their own brand of play. "It's a tremendous satisfaction to players just picking up the prize. Next they move the prize to the punter. The size and shape of the prize will naturally affect how the *Elepunter* will flip the prize. Where they place it and how hard they flip it will determine if it goes into the prize chute and is won. We are absolutely delighted by comments from players."

He went on to say that some players use the 60 seconds (which is adjustable) to stack as many prizes on the paddle as possible. Then when time is up, they flip the stack of prizes towards its goal, sometimes winning. Bandell calls this strategy the "shotgun punt."

"It's amusing to watch three to five plush animals flying through the air at once," Bandell said. "We have also seen double-teaming where one player operates the claw and his partner controls the punter: what teamwork!"

Bandell will be showing *Elepunts* at the November AMOA show in Chicago. "Although we have just introduced *Elepunts*, we know it will be a money-maker for operators," Bandell said. "We feel that distributors are a strong, vital part of the coin-op industry so we want to sell *Elepunts* through them. We will be talking with them at the show."

For more information on this exciting new concept in crane merchandising, you can reach Advanced Custom Cabinetry at (305)686-6719.

ACC
ADVANCED CUSTOM CABINETRY, INC.
COMMERCIAL • WHOLESALE
RICHARD B. BANDELL
4349 OKEECHOBEE BLVD #E6
W. Palm Bch. Fl. 33409
305-686-6719

HOT FOR HALLOWEEN
Item No. 51-17
5" Medium Pumpkins
3 asst'd. faces/Ctn. pack 60 dz.
Item No. 51-16
7" Large Pumpkins
3 asst'd. faces/Ctn. pack 36 dz.
Item No. 51-24
6" Fright Nite Assorted
Ctn. pack 20 dz.
Item No. 51-23
6" Jumbo White Ghost
Ctn. pack 36 dz.
Call for our color catalog of quality crane merchandise.
DB
DAN BRECHNER & COMPANY INC.
NEW
31 STEWART AVE., • FLORAL PARK, NY 11001 (516) 437-8400 • 1-800-645-8142

ON TARGET: DARTS ARE IN A LEAGUE ALL BY THEMSELVES

by Roger Sharpe

Since I became involved with the coin-op industry back in 1974 (has it really been that long!) I have been associated more with pinball than anything else; it's the game I love best and the one that drew me into the business. However, I am a game player and have always looked at the other entertainment forms.

I think I parallel many operators in the fact that I try to stay on top of the industry developments and the new product introductions. One industry development in the news lately is the game of darts. I've read many editorials on electronic darts as well as noticed the increasing number of tournaments and leagues. However, darts have kind of passed me by--until now.

The success that darts have attained in the past few years and the growing legion of fans is remarkable. Darts just might be the quiet phenomenon that keeps expanding even without fireworks or excessive publicity. Not that darts haven't gotten their full worth of media coverage, but the hype isn't to the extent that pinball once enjoyed back in the 70s, or video in the early 80s.

In this article, I hope to add a bit more shine to the glowing lights of darts. There is a great deal going on in leagues, tournaments, and the the latest coin-op versions providing new incentives for players of all ages and talent levels to compete.

Most amazing is how organized darts has become a competitive sporting activity. It's one thing to read stories in the trade magazines, or look at equipment, and talk to people

Award winners Nice N' Easy at end of season awards from Pub Time of California

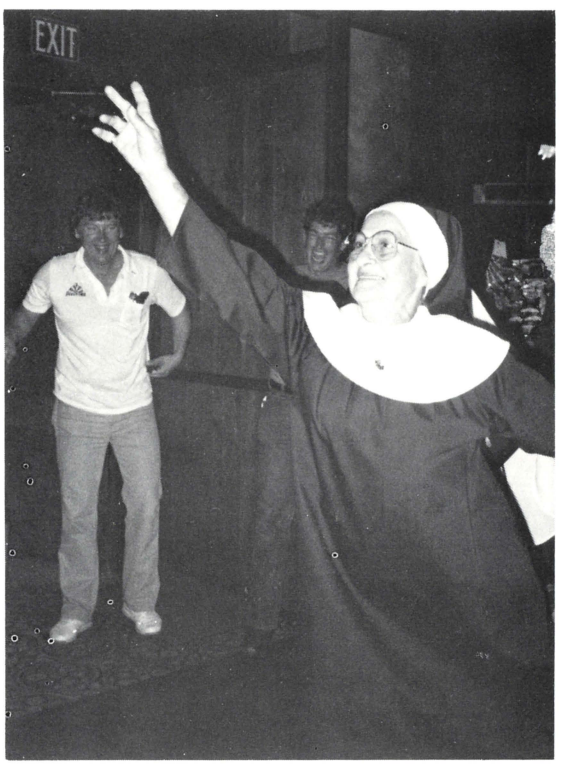
at shows, but the impact is lost until you closely review the materials describing dart leagues and tournaments. For smart operators there's money to be made with darts. And we're only seeing the tip of the iceberg.

I see a parallel between darts today and bowling as it matured as a sport in the early 1950s. For those who might not remember this phenomenon, one of the critical elements was the formation of leagues that brought in regular play, competitive environment, and guaranteed business. All of these same things are attainable with darts--even more so considering the times. But where does one start to sort out and learn about the options that are available as well as the basics for running leagues?

Unfortunately, as is normally the case when there's a good idea, competition thrives. And though it may be similar to BETA versus VHS there are no value judgments to be made regarding which 'camp' to support. Having a winner really is not important, because all sides in this case are trying to accomplish the same thing--build darts as a successful, competitive entertainment form.

The approach has been to appeal, not only to operators, but also to players in order to maximize exposure and awareness. The many tournaments all aid the battle for increased acceptance, but so do the efforts being made by Merit Industries, Valley, Arachnid, and the AMOA National Dart Association.

One hurdle for all has been to convince players that electronic soft tip darts are just as good as the steel tips. The three major manufacturers, along with AMOA, have been able to create a wave of excitement through an organized platform that offers added value and prestige for the player.



This should prove that darts is a sport just about anyone can enjoy.

Taking a page from the bowling proprietor's rule book, the National Dart Association, which is supported by Merit and Valley, provide a means by which players can become "sanctioned." This concept entices players with some very real, tangible bonuses for joining.

In fact, sanctioned players get the following: --a personalized membership card, which provides a player with ready identification when he or she wants to compete in a national tournament --a membership patch --a subscription to the association's official newsletter --eligibility for national awards based upon performance.

But that's just the beginning. Setting up a dart league is fairly straightforward, though there is, admittedly, a great deal of latitude in starting a dart league. For instance, if you can't, or choose not to connect with another location there is no reason that you can't run a league at your single site alone. It's your decision. You can set up a dart league tailor-made to suit your needs. Some of the essentials include the following:

Pick a time, or group of times, that are agreeable to you. Once you've done this, post a sign-up sheet for interested players, announcing the formation of a dart league. At this stage you may also want to begin discussing with potential players some of the guidelines for the dart league and what is involved and expected of them.

Each team consists of four players; it's recommended to have two substitutes, but a maximum of ten players per team. Depending on whether you follow Arachnid's *English Mark Darts* or the NDA's rules, a match can be either nine or twelve games in any player combination that is acceptable (we'll get into some of the recommendations regarding this). Arachnid suggests anywhere from 10 to 20 weeks for the length of the season, depending on the number of teams in the league.

The NDA's operator handbook offers some good rules of thumb beginning with the suggestion that you try to get anywhere from eight to 12 teams signed up. "Most leagues like to match each team against every other team two or preferably three times during each annual schedule. This means an eight-team league must play 14 weeks to match twice--21 weeks for three times. A 12-team league, 22 weeks for two round or matchings--33 weeks for three. It requires one less week than the number of teams in a league to match all teams against each other," it is noted in the handbook.

It is handled in much the same way as with bowling leagues. The weekly cost for the players is established to cover the price of the number of games being played, any additional fees to cover operating expenses, and a prize/banquet kitty that is divided up at the end of the season. These extra dues can be anywhere from $2 to $3 per week and is collected by one of the league's officers.

The standard operating procedure is for each league to elect its own president, treasurer, and secretary. It's these individuals who will manage the league and attend to any rulings during the season, leaving the location owner to simply collect his weekly fees for use of the dart machines, not to mention the coinage in the cash box.

You should have someone on site during competition who can lend a hand during rulings or disagreements. But, for the most part, dart leagues tend to run on their own once they're

established. Everything is made that much easier thanks to the concerted efforts of the manufacturers and AMOA. You can choose the type of leagues from your target audience; men's leagues, women's leagues, mixed leagues, or any other variation that makes the most sense for your clientele.

The dart game manufacturers have done an immense amount of research preparing an impressive array of support materials that are so complete that the leagues, once they have started, can run with very little time taken away from your day-to-day operations. If anything, think of a dart league as an extra bonus for attracting business, because as a competitive sport it has that quality and power.

RULES AND REGULATIONS

Both Arachnid and Merit Industries have comprehensive rules for running dart leagues that encompass everything including objectives, scoring, and maintaining records. The guidelines are basic enough to be repeated here as part of this report in order to give you an idea of what is involved once you've gotten the players together.

There are a variety of games including 301, 501, 701, Count

Sanctioning Players

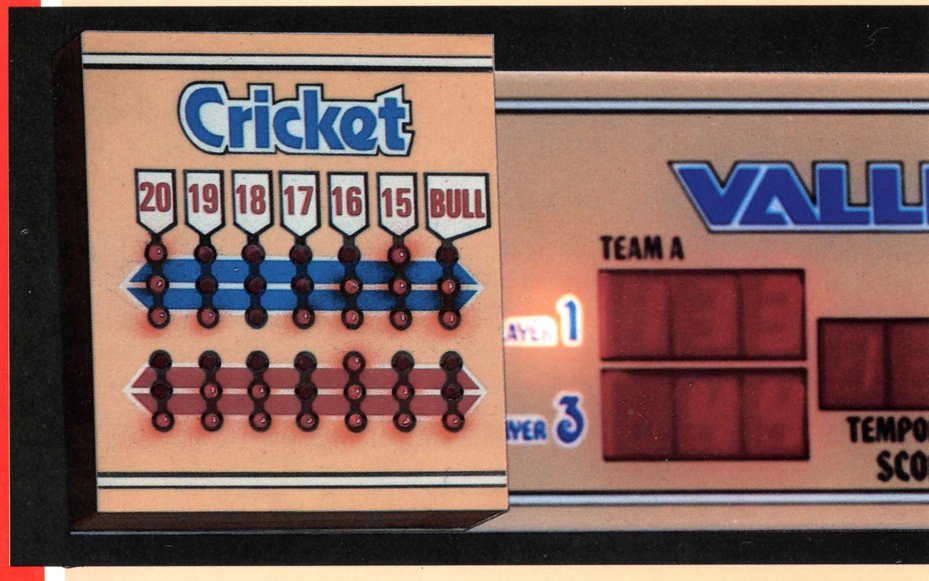
Since the leagues are part of an overall sanctioning body, there are some rules that must be followed in order to get players recognized for potential play in tournaments, as well as getting patches and other awards for exceptional play. Merit offers the following guidelines for the collection of fees: --All players, including substitutes, must be sanctioned players with appropriate fees and pertinent information provided to the league. --To sanction a player, a team is required to pay appropriate fees and provide the following information on the roster or in the league information the first night the player plays: player's name, address, team name, home and work phone numbers (optional but desired). --Sanction fees will be required for every league a player plays in. Players participating in a league match will be required to pay $4 per match. --League fees of $4 per player on a team will be utilized in the following manner: a. $1.50 will be used for that player's cost of six games played. b. $2.50 will be deposited in the league fund to be applied to league secretary fees, trophies and awards, and league payback.

Teams can also be sponsored and are encouraged to do so for organized league play. For this, *English Mark Dart* Leagues stipulate that a $40 fee will be collected from the sponsor of a given team in a specific league, payable before the first night of play.

EXCLUSIVE!

4 Player Cricket!

You're Another Jump Ahead with Valley Darts!



Here's Cricket the way players want it! Can be played by one, two, **three or four individuals**! Not by just two as with ordinary versions. And up to four teams can compete. More players, more play, more profits. Also allows "Cut-Throat" play by three or four players. Available as an option on your new Valley Cougar or Valley Royal Dartes games. Also available as a kit for games already on location.

You can now have top earning 4-player Cricket, along with Valley's other proven, operator-pleasing features:

Up, Baseball, Cut Throat, Cricket, and others. If you're dealing with 301, for example, the object of the game is to count down to exactly zero, from 301, using as few darts as possible. A game is won as soon as any player gets to exactly zero; the team with the lowest combined score at that point wins the game. In case of ties, the game is tied and league standings can be based on team won/lost records or assigned points for a win (such as one point per win and possibly half a point in the case of a tie). Once again, this appears to be up to the given league, although the sanctioning body (NDA or

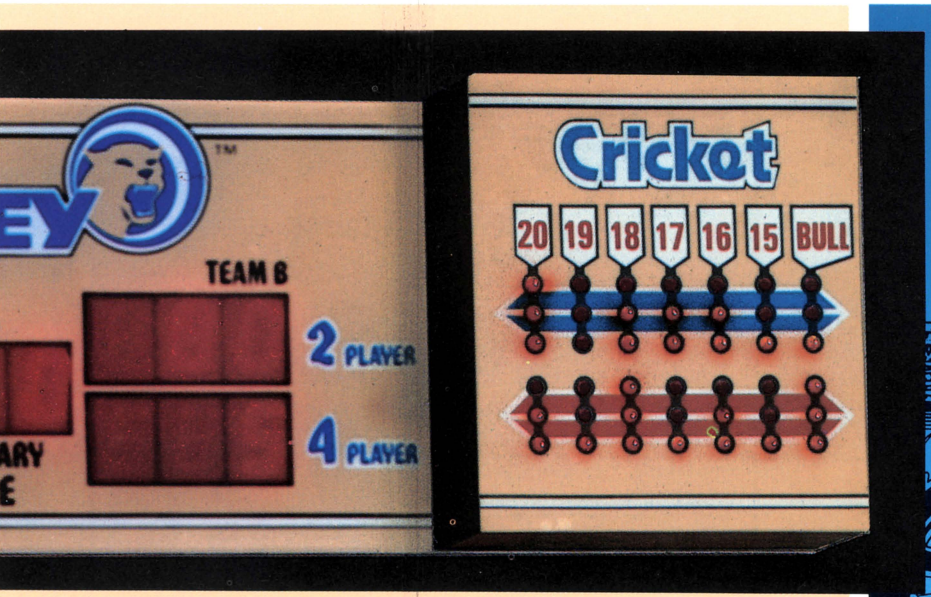
Software Sights

Accountability is everything when it comes to keeping records and providing standings/statistics and all the necessary numbers that are part of organized league play. There are a number of software packages available to aid any pencil-weary league secretary. A brief review includes the following:

GAMES Route Accounting and Management Software offers a "league secretary" at a base price of $395 for pool or darts and $175 for scheduling. The program package is available for IBM-PCs and other compatibles and allows you to automate team standings, individual statistics, composite averages, and more with a worthwhile utility that can save hundreds of hours of intensive labor. The companies behind this product and others is Integral Technologies Corporation and Hanson Distributing, 9201 Penn Avenue S, Suite 1, Bloomington, MN 55431, (612)884-6604.

EMD Dartman is another league management system for computers that can work wonders for scheduling and other statistical information needed on a regular basis. You can contact Arachnid directly for pricing and more information on this support system.

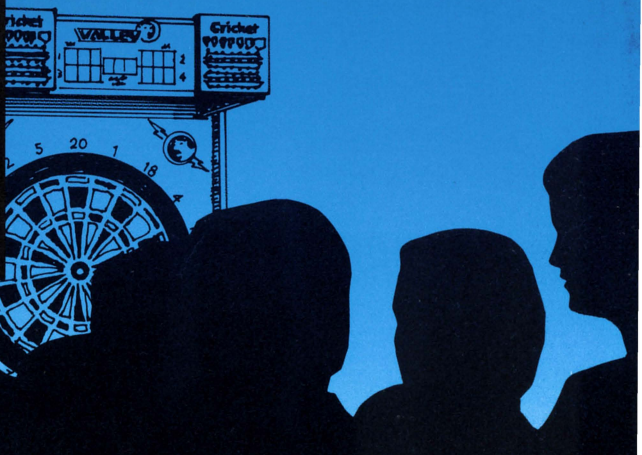
An amazingly comprehensive package is Computer Automated League Management System from E-Soft Systems, 1276 Red Pine Circle, Baxter, MN 56401, (218)829-4743. Norm Drye heads up this company that produces a software system designed for use on all IBM-PCs and other compatibles at a price below $400. CALMS features controls for up to 50 teams and 500 players per league, score entry, printing of team standings, player statistics, generating schedules, tracking team finances, and more that makes this a professional package that the beginning computer user can comprehend and utilize once the software is booted up. Reports can be selected for any other dart game variations so that there is inherent flexibility and latitude with this software.



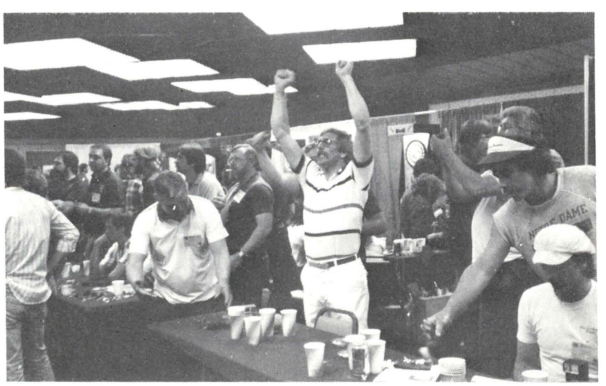
- Exclusive overhead scoring display
- First-of-its-kind easy access front service panel
- Mar-resistant 5/8" thick cabinet with heavy-duty leg levellers
- First-of-its-kind dart catcher ring
- League mode selector; plug-in capability for $1.00 bill acceptor
- Two target sizes – American (Valley Cougar Darts) and International (Valley Royal Dartes)

Valley innovation again leads the way with tomorrow's technology for today's darts enthusiast! Ask your distributor for details.

twice THE PLAYERS! twice THE INCOME!



THE VALLEY COMPANY
Subsidiary of Kidde, Inc
KIDDE
P.O. Box 656, Bay City, MI 48707 • (517) 892-4536
Sales "Hot Line" (800) 248-2837 • TELEX NO. 234218



Players display a variety of emotions during league play.

Arachnid's *English Mark Darts*) might hold you closer to their given rules and bylaws.

Each player gets three throws per turn and the option to pass at any time. Like in bowling (I keep using this analogy because I find darts so similar), darts have foul lines specified very clearly in *English Mark Darts* rules, "All games shall have foul lines positioned 96 inches horizontally from the face of the dart board."

In terms of playing rules, we'll go back to some other guidelines served up by Merit, which include the following: --darts must not be thrown until "Throw Darts" lights up on the machine. A dart thrown early will not score and may not be thrown over. --Each player must make sure the machine is displaying the throwing player's position. --If a dart misses the board or doesn't stick, it counts as a dart thrown.

These are just a few of the many areas covered by the company literature that is readily available. It's complete from the sign-up sheet through a dart season and even includes the banquet you might want to stage as well as a choice of awards for exceptional performances. You're far from alone when it comes to setting up a dart league and once you begin, you're backed with everything you'll ever need and then some.

Maybe that's why dart leagues have taken off. There's skill, plenty of excitement, competitive head-to-head play, and basic rules for each game. It appears that the future is only going to get brighter for electronic darts. After all, the sport of darts has been around for a long time--the new equipment has helped to bring it into the age of modern technology without losing any of the appeal that has long attracted players.

Beat the Champ

Merit has embarked on a wonderful promotional program that bears spotlighting in this issue, because in some respects it gets to the essence of why darts is such an appealing game. Facing off against someone, acknowledged as a champion, is something that every sports enthusiast or game player has probably fantasized about at some time or another and when it comes to darts, Merit is making the dream a reality with a wonderful road show.

Basically, Beat the Champ is an event that can easily be promoted within a given area where sanctioned leagues are operating. The program is one that includes clinics and instructional sessions on 'good darts' as well as the competition for the local talent to set their sights on beating the champion of the NDA tour. Prizes for winning can include t-shirts, jackets and other premiums that are sure-fire incentives for those individuals who want to 'strut their stuff' in the heat of the battle and potentially gain some recognition nationwide in the process.

Merit offer comprehensive guidelines and procedures for getting this program in your area and a simple call will get you started.

You owe it to yourself to contact one or all of the companies/associations involved in promoting and organizing dart leagues. The story they have to tell is compelling.

I want to thank Sam Zammuto of Arachnid, Howard Smoyer and Callie Parks of Merit, Alan Schafer of Valley, and Joe Conway of the National Dart Association for their assistance and help in providing me with a wealth of materials and the knowledge that this sector of the coin-op business has gotten its act together.

YOUR DART RESOURCES

AMOA National Dart Association
1718 North First Street
Milwaukee, WI 53212
414-263-2444

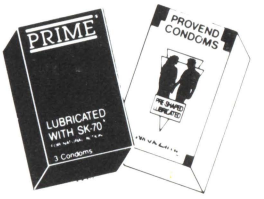
Valley
P.O. Box 656
Bay City, MI 48707
800-248-2837

Arachnid Inc.
P.O. Box 2901
6421 Material Avenue
Rockford, IL 61132-2901
815-654-0201

Merit Industries
P.O. Box 5004
2525 State Road
Bensalem, PA 19020
215-639-4700

The masterpiece that everyone's collecting.

NOW
Cigpak™
Condom Pack
AVAILABLE



Create New Profits in Your Existing Cigarette Machine

Vendpack Machines

- Single Column
- Two Column
- 50¢ - 75¢ - $1.00 Vend
- Vandal Resistant
- Vend Pack and Cigpak™ Available

Provend Condoms™
PVC™
4020 Payne Avenue
Cleveland, Ohio 44103
(216) 432-0765

NDA parallels VNEA

Valley may be the new kid on the block as far as darts but they are the veteran company when it comes to pool. As far back as 1980, Valley president Chuck Milhem saw a need to gain commitment of players to the game with organized competition. The best way to secure this commitment, decided Milhem, was with extended tournament play, or leagues, drawing on his 20 years experience in the bowling industry. The Valley National Eight Ball Association grew from a dream to the reality of 30,000 players in eight years. Much of the research and experiences of the VNEA can aptly be applied to the growing phenomenon of darts. "A lot of what we learned with pool runs parallel to darts," explained Milhem. The mover and shaker behind the NDA, Dick Hawkins, was also in on the conception of VNEA. He sat down with Milhem at the first AOE show in New Orleans and said he wanted a national program. Milhem agreed and VNEA was born. Hawkins, who is now the president of AMOA, once again saw the value of organized leagues for darts. He called Milhem for permission to use Warren Kelly, who was instrumental in putting together the pool program, as a consultant for the dart program.

The NDA, though still in its infancy, has close to 100 charter holders *already*--VNEA has 170. How does Milhem explain this tremendous support? "Many of the operators in NDA are carryovers from VNEA. They already know the advantages of leagues. With any new idea, the difficult part is selling the concept; it took us the first three years selling the pool league concept. With darts, it's the same concept and operators in VNEA are the best salesmen," he said.

VNEA did a financial impact study several months ago and the findings are proof that running leagues is more than worth the time and effort. Though the figures are for pool, Milhem said that much of it is true of darts also. "It's going to be very close [as the numbers apply to darts] because of time in location, and length of season. Even if figures for darts are 80 percent, it's fantastic." According to the report, each player in the pool leagues, which run from 21 to 30 months, is worth about $308 to an operator per season; to the location $524. Considering beer, food, cigarettes from machines, and soft drinks bring in an extra $351 and, the 60 percent of the players playing other games adds another $173. But, those figures are conservative because the majority of the players play year round, nearly doubling their value, to $642. These figures are, needless to say, impressive. Operators need only consider the benefits and study the numbers to realize that leagues are like bowling--growing stronger every year.

ORGANIZING LEAGUES TO WIN LOCATIONS

by Mike Shaw

Leagues and locations. Like love and marriage, sometimes you can't have one without the other.

"We were losing out to location sales," explained Dick Hawkins of D&R Star in Rochester, Minnesota. "We couldn't provide enough service operating a pool table to convince a location owner not to buy his own. And that's why we started pool leagues."

Hawkins started offering locations pool leagues along with his tables about a dozen years ago. Today, D&R Star, as a charter member of the Valley 8-Ball Association, runs 8-ball leagues that include more than 4,000 players, as well as dart leagues that count more than 1,000 players, and both enrollments are on the rise. League play has been successful at creating and maintaining increased profits for location owners, and at creating and maintaining a long list of happy locations for D&R Star pool tables and dart machines.

The league solution

The problem of getting locations for pool tables is well documented. Traditionally, bar owners are much more willing to expense the cost of pool tables than to give up half their pool revenues to operators. The solution, as promoted by Hawkins and a host of other successful pool and dart operators throughout the country, is to offer locations weekly league play which will produce profits beyond what the location owner could take in by keeping 100 percent of the revenues from pool tables and dart machines.

According to Steve Sovereign of Midwest Electronics in Bloomington, Illinois, his dart leagues work to build

AMERICAN SPEEDWAY™

Suggested Retail Price $1395.00

AMERICAN SPEEDWAY play features include:

- 1 player or 2 players at the same time.
- Beat all of the computer-controlled cars to qualify for the next race, or insert a coin to continue racing.
- **Buy-In Feature for extra earnings:** Second player can join in at any time for the next race.
- Increasing difficulty and different race courses make each race a new challenge!

WE HAVE MOVED!
NEW ADDRESS
1300 HILL ST.
ELCAJON, CA 92020
(619) 449-9010

Available as a dedicated game from your local distributor. Also available only as a kit for the Dynamo System Cabinet, and also as a retrofit kit for Karate Champ*, Kung-Fu Master*, Commando*, Ikari Warriors**, or Victory Road**. Contact your local distributor, or call us for referral.

PGD

PGD, 1985 Friendship Drive, Suite J, El Cajon, California 92020. (619) 449-9010.

© 1987 PGD/ETI. *TRADEMARKS OWNED BY DATA EAST USA, INC. **TRADEMARKS OWNED BY SNK CORP.

location profits by increasing the amount of play on the coin-op equipment and by increasing bar sales.

"On a typical league night, each of the four players on each team will spend about six dollars on drinks and a dollar and a half to play the six games," Sovereign noted. "That can turn what ordinarily would be a poor weekday night into a good night for a location owner."

Additionally, the location owners on Midwest's route profit from selling custom darts and dart supplies and on the 10 players per team (each four-man team carries a back-up six substitutes) that come into the bar to practice on the average of once a week.

"The locations's 50 percent split on a dart game has been totaling between $2500 and $4000 per year," he observed. "Each of our dart players spends about $1200 a year in the sponsoring location."

There are more ways leagues work to profit the location owner. Representatives of Midwest's league teams gather regularly for meetings and Sovereign schedules those meetings so that each location gets turn to host. Anthony Falcigno of Collier County Games in Naples, Florida, not only has his locations sponsoring weekly Valley 8-Ball league play, but also hosting a series of special tournaments.

"We try to make sure the players are coming into the location several times a week," he noted.

The hard work trade-off

Ask any operator who runs a successful location league program what the secret is and he'll tell you it's hard work, especially at the outset.

Sovereign said that getting what has grown to eight dart leagues of between eight and 24 teams each organized took him about 80 hours a week for the first three months, in addition to the work put in by Midwest Electronics owner Tim Jones and several other employees.

"It took about six months to get to the point where I felt like I was on the top of the situation," he said. "Those were very intensive months."

Sovereign started by staging tournaments at the targeted locations. He promoted the upcoming tournaments in the locations with posters and then worked the crowds during tournament nights to get as many people as possible involved.

From the tournaments came the players that could be gathered into teams and organized into leagues. But even after the leagues were formed, the work of coordination and overseeing the action was time consuming.

"There is the ongoing promotion of league events, the meetings with team captains, handling the inevitable disputes, and most time consuming of all,

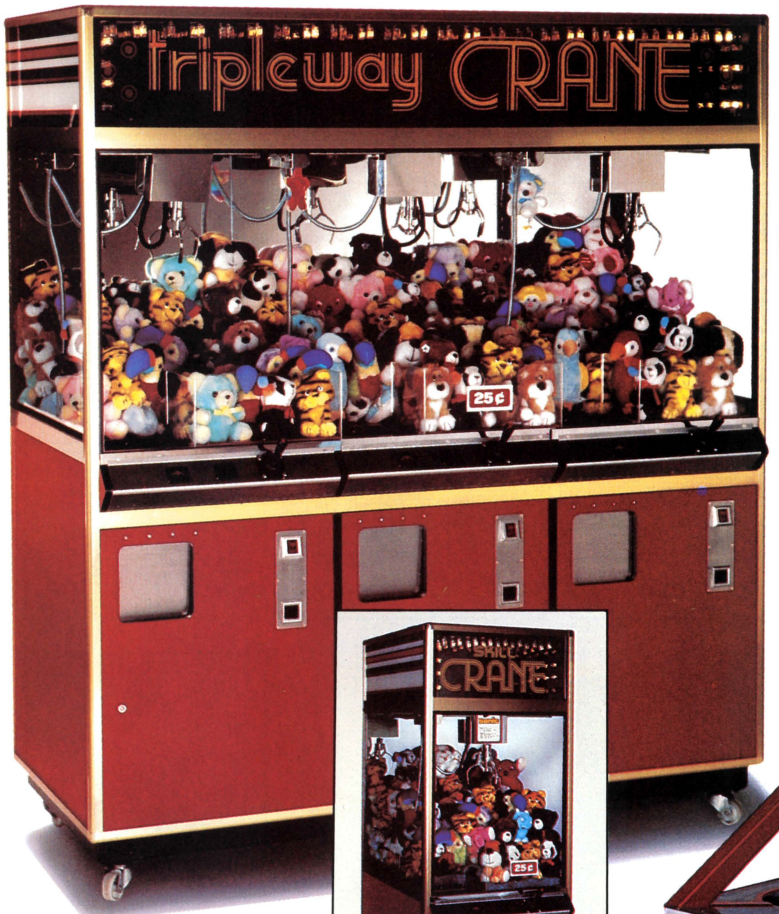
Helpful Hints

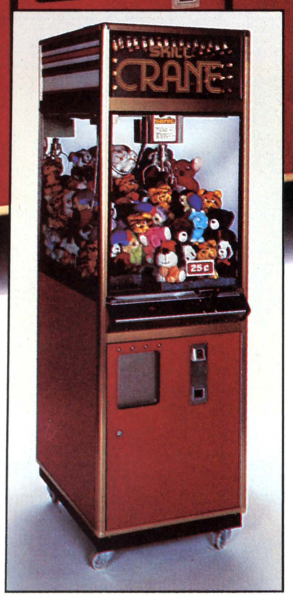
Operator interviews for this article offer the following suggestions about running successful pool and dart leagues:

- --Put together two teams for each location so that each week a location has one team playing at home and one on the road. That way, all locations host regular weekly league play.
- --Using a computer to keep league statistics can save hours of work each week.
- --Players compete for a share of the money they contribute each week in the form of dues. It is best to award winnings based on the percentage of games they win during the year rather than on the standings. In that way, each game throughout the season has equal significance.
- --Get players involved in the operation of the leagues. The more the players are involved the better hold you will have on the location.
- --Promote your leagues with posters in the locations, as much advertising as your profits from the leagues will allow you to budget, and by staging special tournaments.
- --One approach to getting a pool table location is to buy the owner's table. You can refurbish it and employ it yourself or sell it to someone for his or her home.
- --Insist on at least a 50/50 split with locations on table and machine revenues.
- --For help in getting your pool leagues started, contact the Valley 8-Ball Association at (517)892-4536. For help in getting your dart league started, contact the AMOA Dart Association at (312)565-4602; Arachnid at (815)654-0212; Merit Industries at (215)639-4700; or Valley Company at (517)892-4536.

"End of Season Sale"

Player Control Skill Crane





TRIPLEWAY CRANE: 71" x 35" x 81"
WEIGHT: 500 LBS.

DOUBLE CRANE: 52" x 35" x 81"
WEIGHT: 350 LBS.

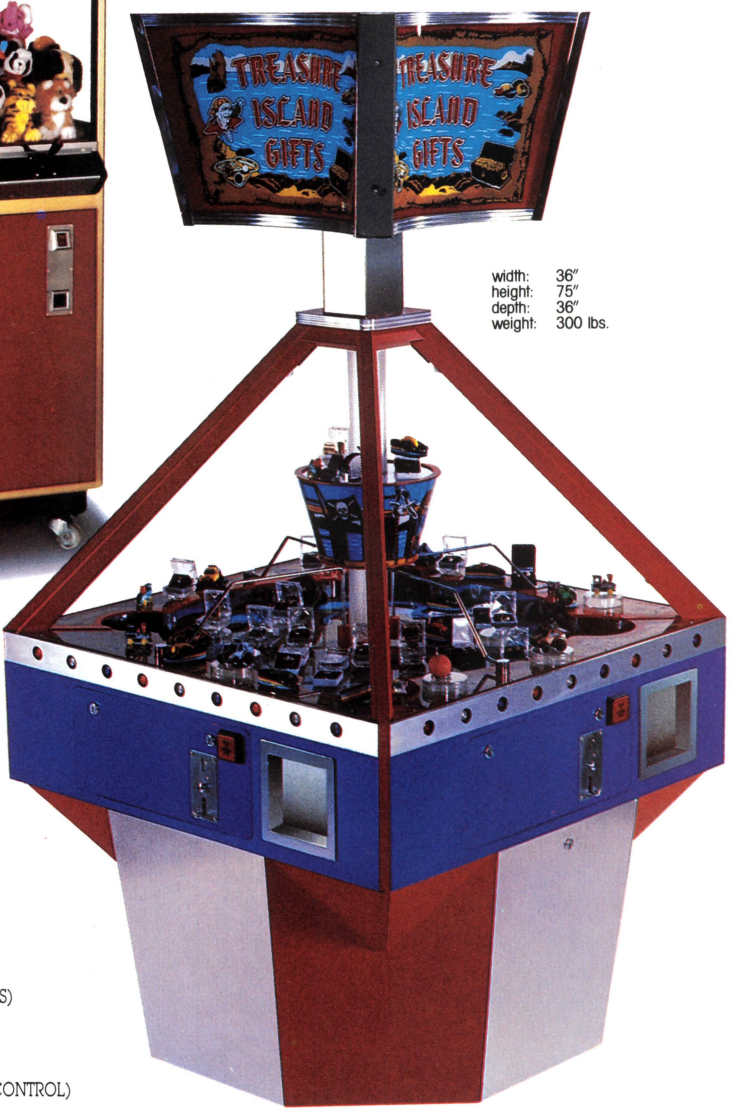
SUPER CRANE: 25" x 35" x 81"
WEIGHT: 175 LBS.

MICROPROCESSOR BOARD
TWO DIGIT CREDIT METER & TIMER
DIP-SWITCHES (FOR COIN/PLAY SETTINGS)

OPTIONS

- JOY STICK CONTROL
- SKILL SYSTEM (FOR ADDED PLAYER CONTROL)
- SOUND SYSTEM
- PRIZE METERING SYSTEMS
- DOLLAR BILL ACCEPTOR
- TICKET DISPENSER
- WINNER LIGHT

TREASURE ISLAND GIFTS



width: 36"
height: 75"
depth: 36"
weight: 300 lbs.

- 50¢ PLAY OPTION
- FOUR PLAYER ROTARY
- PERCENTAGE ADJUSTMENTS
- ADJUSTABLE SPEED OF TURNTABLE
- SILKSCREENED TURNTABLE (FOR MORE PLAYER APPEAL)
- FULL TILT ALARM SYSTEM
- PERIMETER RUNNING LIGHTS
- SOUND SYSTEM

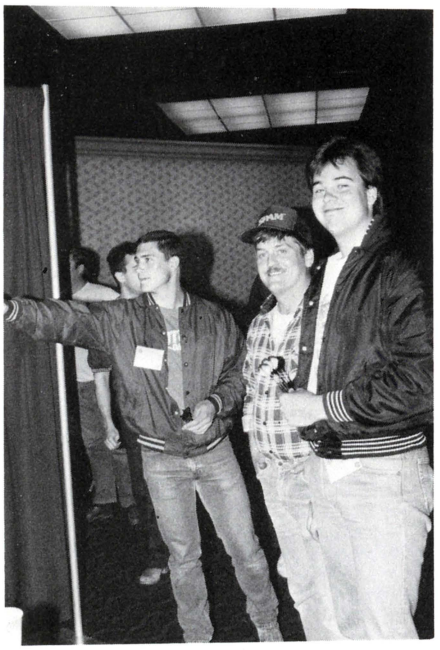
DISTRIBUTED BY:

UAI

New Jersey Inc.
2400 Belmar Blvd.
Wall, NJ 00719
(201) 681-8900

2010 Jimmy Durante Blvd.
Suite 106
Del Mar, CA 92014
(619) 755-9715

Financing Available



maintaining and publishing weekly statistics of player and team performance."

Hawkins agreed that a league operator's most important commitment is to putting in the time necessary to make leagues successful.

"There's a lot of leg work just in getting the players involved," he noted. "Then during league seasons, there are weekly score sheets to contend with, a lot of time working with the players, and answering their questions. You've got to be willing to give the time necessary to make things happen right."

Relying on his background as professional player, Falcigno spends a lot of time promoting his leagues. His location league package includes staging trick shot demonstrations and giving lessons at his locations in order to peak player interest. He also appears each year on a local TV sports show just prior to the beginning of league play to give some instruction and promote his coming season.

Operator's can't be expected to carry the entire burden of maintaining the leagues.

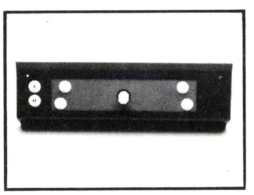
"The location owner has to cooperate by supporting his players and promoting involvement in the leagues with his clientele," Hawkins noted.

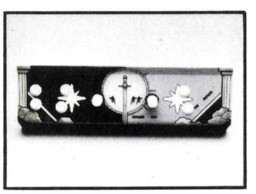
"Most important of all, you've got to appoint strong team captains," Falcigno added. "That means finding a reliable person who'll keep the team organized and the location owner involved."

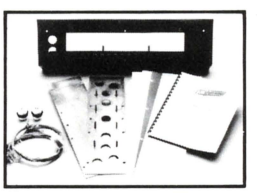
For league operators like D&R Star, Midwest Electronics, and Collier County Games, all the hard work involved in establishing and running pool and dart leagues is paying off. They have been able to secure locations for their tables and machines and rely on those locations and games for consistent earnings. And every once in a while, there is an additional benefit to the marriage between league and the location.

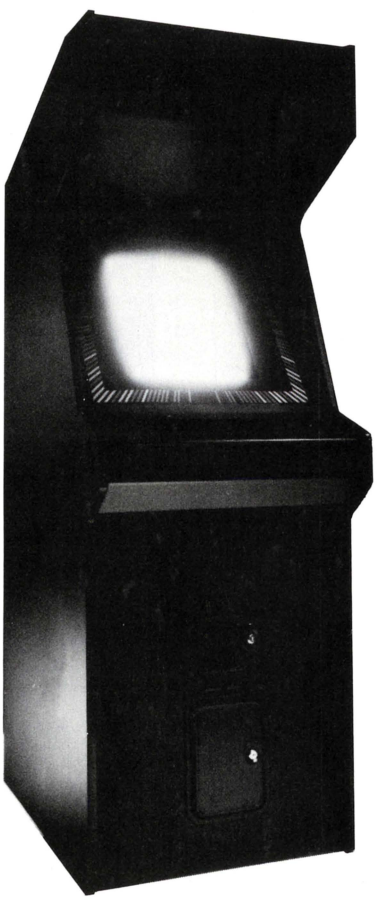
"A location that lets you in to run a league will eventually provide you with the opportunity to put in other equipment," Sovereign concluded. "If the owner has been working with another operator and he has a problem - and eventually problems always crop up - he's going to turn to you for answers."

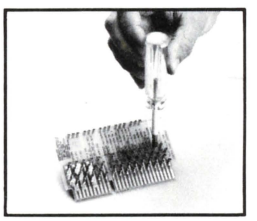
Introducing Dynamo's New Video Hardware System











Now you can give your profit a quick change with Dynamo's revolutionary new Universal Video Hardware System.

Match any conversion kit with a cabinet that's just like original equipment. A whole new game . . . at 60% of the cost!

Dynamo Makes it Fast and Easy

The Universal Video Hardware System is complete with:

- Quick-change marquee
- Changeable control panel inserts (shown above)
- Heavy duty power supply
- Sturdy cabinet
- Completely pre-wired chassis
- Over/under coin door
- Exclusive interface wiring board (shown above)

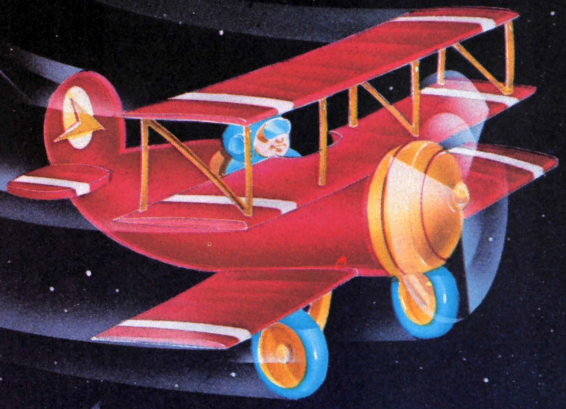
For more information, contact your Dynamo distributor or Dynamo Corporation.

DYNAMO

2525 Handley-Ederville Road Richland Hills, Texas 76118
817-589-7699 Toll Free 800-527-6054 FAX 817-284-7606

WATCH YOUR PROFITS

ZOOM



AMERICA'S LEADER. KIDDIE RIDES USA.

If it's new and *money making*, Kiddie Rides U.S.A. has it and has it FIRST. We represent the leading U.S. and European ride manufacturers. FIRST with hydraulics, and consistently FIRST in the Children's Amusement Industry.

We maintain the largest inventory of the latest, best *money making* rides in the marketplace. Our selection is unparalleled in the industry. Immediate delivery on most rides.

Best in service. Largest parts inventory in the business with 8 full time technicians to assist you. Call TOLL FREE for same day service and parts.

We are NEVER UNDERSOLD! *Lowest prices* in the country. Custom design planning.

11 years in the Children's Amusement Industry.

KIDDIE RIDES USA™

Kiddie Rides USA
604 Main · Davenport IA · 52803
1-800-553-8000 · TOLL FREE

AIR HOCKEY IS ALIVE AND WELL

by Bonnie Theard

"As the hard plastic disc whizzes past the absent goal blocker, the defender's anguish is matched by the attacking player's elation as the seventh scoring light brightly signals that the battle is over for the moment. Instantly, the magic cushion of air disappears with the final tally and the multicolored game machine quiets until summoned back into operation by another quarter."

--Bob Dubuisson, four-time air hockey champion

Once on the "endangered species" list in the world of coin-op games, air hockey has returned with a vengeance. The speed and excitement of the sport that attracted droves of players in the 70's has returned to claim its slice of the amusement industry pie largely due to the efforts of Mark Robbins, air hockey champ, game designer, and promoter of the sport; also a host of dedicated players, and the support of Dynamo Corp., a manufacturer known for its table games.

Timothy Stundis concentrates on defending his goal.

Houston, Texas, and Boulder, Colo., have long been strongholds of the sport, but now locations in Georgia, Kentucky, Minnesota, Arizona, Maryland, and Rhode Island are reporting excellent revenues from air hockey. Operators seeking sound product investment for the long haul are giving air hockey a review.

Robbins is not surprised at the return of his favorite sport. "After all," he notes, "how many games can do equally well in arcades, colleges, bars, teen clubs, skating rinks, pizza places, and amusement parks drawing the interest of players ranging in age from eight to 58? Air hockey does not demand a lot from the operator; it thrives with or without tournament play and that's the strength of the game. If you want to go the extra yard you can start tournaments, but it's not required for success."

Robbins sees a "real trend in arcade chains and bars that offer sports theme games that are interactive and physical. Bar locations have to change their focus now because of drunk driving laws. They are becoming more sports oriented."

One example of this trend is The Bank Saloon in Boulder, Colo., where the national air hockey competition will be held October 10 and 11. The Bank Saloon is a sports bar that has experienced positive results with air hockey over the past year. According to its owner, Harold Arthurs, "If you're willing to allocate space, promote it correctly, and head it in the right direction, you can expand on your whole operation."

Arthurs operates a 15,000 square foot facility offering the video capability of instant replay game matches viewed on big screens (he has five satellite systems), an outdoor sand volleyball court, dance floor, and sports games like air hockey. He started with one air hockey table and now has devoted 1,200 square feet of space in an insulated room for four air hockey tables.

Although not an average location, The Bank Saloon is an

example of a full-blown sports bar. Arthurs sees the potential of air hockey and is a leader in its promotion. His approach helps make the game well known and successful.

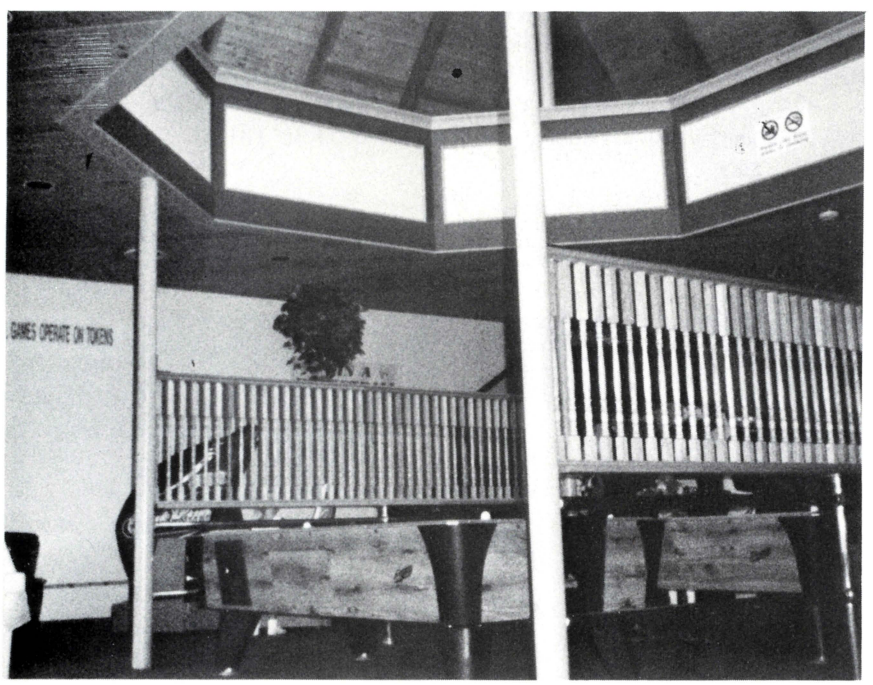
According to Robbins, 90 percent of the locations that feature air hockey do not have tournament play.

One such spot is The Fun Factory in Frederick, Maryland, where one air hockey table accounts for three percent of the location's gross. The game room has 6,800 square feet of space with 145-150 games. "It's definitely an impact piece," said manager Joe Wolf. "Our air hockey table promotes friendly competition and 'serious fun.' It has reinforced our theme of being a family amusement center.

"It's a competitive, fast, wholesome game that appeals to the entire family. I've observed parents playing against each other while their children play other games. Then the parents and the children play each other. Dating couples enjoy it and teens play against each other four or five games in a row. Often teens stand around waiting for a chance to play. The game has constant traffic."

Wolf added, "I always thought air hockey could make it as long as there was good product. I enjoyed playing the game myself 10-12 years ago." Wolf's location is in a small town mall 32 miles west of Washington D.C. It is one of nine Fun Factory arcades around the country.

"We're very happy with the Dynamo table," he noted. "If someone does something well they should be commended. Perhaps it will inspire more good product."



A well-planned air hockey area at Ryan.

The Dark Horse in Boulder, introduced air hockey to its customers in 1975 and continues to have success with just one steady earning table.

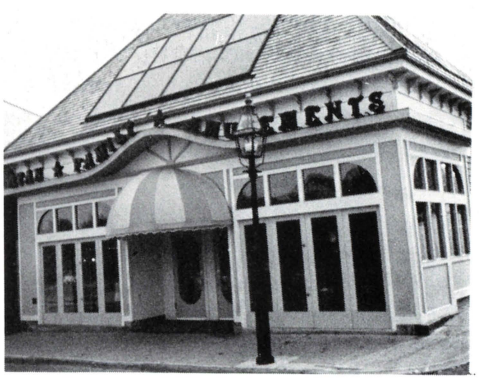
Another location happy with air hockey performance is Ryan Family Amusements, a New England chain with a Rhode Island location in Newport and four Massachusetts locations in Hyannis, Yarmouth, Falmouth, Raynham, and Martha's Vineyard. "Mom and Dad can associate with air hockey," commented Tom Stundis, operations manager for Ryan.

Air hockey is the first thing you see on entering the Newport game room that offers 7,000 square feet of entertainment and 80 pieces of equipment. Stundis considers the Newport location "the flagship of all Ryan Family Amusement Centers." All the locations have the same family atmosphere.

"I think air hockey will be a mainstay," added Stundis. "It has a long floor life and looks good. The tables (there are three) blend in well with our decor. They are showcase pieces and we take good care of them, as well as our other equipment. We wouldn't put them out front if we didn't have faith in them. During our peak season we average $1,200 per week for the three tables."

Care of the tables includes rubbing down the play surface daily with rubbing alcohol to remove dust. When there's a chip in the side of a puck; if it can't be sanded smooth, Stundis replaces it. As with the other games, Ryan staffers run tokens through every machine every day when the center closes, and again the following day before opening. Said Stundis, "Routine maintenance really pays off in the long run. It cuts down on a lot of repairs. Whether someone visiting our center spends a dime or not, we want them to walk out thinking the place is well organized, well run, and the equipment is very clean."

The amusement center underwent major renovation about nine months ago. It's wide range of games for the whole family has made it a resounding success.



Ryan Family Amusement Center in Newport, R.I.

At the Video Round-Up in Scottsdale, Arizona, owner Mickey Caldwell has had a new *Dynamo Air Hockey* for one year. "The puck plays well and the game is new and modern looking. We have a lot of regulars playing the game--moms and dads and kids."

Caldwell and her husband Rick run a family business with 124 games in 5,000 square feet of space. They have taken a novel approach to the placement of air hockey, giving it a plexiglas enclosed area right by the change register. On one wall a friend of theirs painted a large mural of fans sitting

in bleachers holding hockey team flags. Most locations set air hockey at 50-cent play; Video Round-Up offers 25-cent play and finds a steady income of $80 to $150 per week, depending on busy times.

At Dilly Dally's Golf and Games in Marietta, Ga. one new air hockey is among the 22 games featured in addition to miniature golf. "We've only had the table for four weeks and it's already paid for itself," said Darien Southerland, manager. He added, "We try to emphasize family business. Our customers like competing with each other. We've started tournaments on Wednesday nights and participation is increasing."

The game itself, first introduced in 1972 by Brunswick, experienced a dark period in the early 80's. Oversaturation of the market, lack of service and promotion, poor quality tables and parts all contributed to making the return of the sport an uphill battle.

"That's been the hardest part of bringing air hockey back," said Robbins, "convincing operators who had written it off."

Said Robbins, "The real test of a game's longevity and earning power is the player, of course. The kind of earnings we've seen and the return of the game's popularity is a direct result of the table itself. There are a lot of new players and the time is right. It's not a flash in the pan, and I don't believe it will be.

"The nature of the industry is changing. Smart operators are realizing they have to have those consistent long term games to keep the same people coming into their locations. Air hockey helps develop a whole group of people who will come in regularly."

Robbins sees resort area campgrounds as newly emerging locations. "They are getting squeezed between state park campgrounds and cheap motels," added Robbins. "They are becoming low-cost resort centers offering mini golf, swimming, and game rooms. Air hockey is perfect for such a location. The game does not have to be moved around and it's easy to maintain."

What does Robbins see as the future of air hockey? "Good growth areas are in teen clubs, bowling centers, campgrounds, water parks like Fame City in Houston, and further expansion in colleges." He recently met with the recreation coordinators for the Association of College Unions International (ACUI). Within a year or so air hockey will be part of the ACUI program, with an expectation that competitions will build to regional and national levels.

"When air hockey first came out the manufacturers were not promotion minded," commented Robbins. There was no structure then for anyone to turn to. Now there is a strong player association, the U.S. Air Table Hockey Association (USAA). Dynamo includes a tournament kit with each new table in case the operator wants to pursue tournaments, and supports the sport with rules, tournament charts, flyers, and newsletters. And, for every table sold, a certain percentage goes into promoting the game.

"We hope the sport will grow at a steady but controlled pace," said Robbins. "We urge operators to work through their distributor. The only real costs are minimal, changing the puck every two to six months depending on hours of play and changing mallets once a year.

"We're trying to market air hockey as a long term, consistent money making game with minimum maintenance--put the table out and it will do well for you. It would be conservative to say air hockey will do $100 per week for five years, and that's a lowball figure. It depends on traffic. Many locations quote figures of $200-$400 per week."

There's a difference in the game rooms of today and those of three or four years ago that contributes to interest in air hockey. For one thing, more women are there. "Air hockey has always been accessible to women," said Robbins. "You don't need strength to play. There aren't many games where women can compete against men and different age groups can compete against each other. That's the key to the variety of places where air hockey is successful. It's a sport you can get hooked on." Robbins says that location success stories over the past year have reinforced his confidence in the game; air hockey is really back.

Anyone wishing further information on the sport may contact Robbins at 800/527-6054 or (817) 589-7699.

Left to right, Felix Vari and Tony and John Coccioletti of Jeannette Vending talk with Mark Robbins of Dynamo at the PAMMA convention.

Sex TESTER

More than just a Condom Vendor...

- ☐ An amusing way to vend a needed product.
- ☐ Greater visibility insures increased profits & security.
- ☐ A unique condom vending concept with enhanced public acceptance.
- ☐ Suitable for greater variety of locations.

- ☐ Available without condom vendor.

height : 74″
width : 25¼″
depth : 21½″

AUTHORIZED DISTRIBUTOR

SMS manufacturing corporation
601 Prospect St.
Lakewood, NJ 08701

Telex
#132168

In New Jersey
(201) 370-3030

Outside N.J.
(800) 221-0138

AMUSEMENT & MUSIC OPERATORS OF TEXAS PUT ON A SPECTACULAR SHOW

FRANK SENINSKY

AMOT held its 15th annual convention and trade show July 23-25 in San Antonio, Texas. I was invited by AMOT President, Vancie Todaro (TAVS, Inc. of Bryan, Texas) and AMOT officers to speak on "Profitability for the Coin Machine Operator" but it was I who received an education on how to properly run a state trade show!

Over 150 Texas operators were present to offer their special brand of Texas hospitality to the 39 booth displayers and guests which included some of the industry's leading manufacturers: Seeburg, Trade West, Merit, Dynamo, Valley; plush distributors: Nancy Sales, Brechner, Acme Premium, Ace Novelty. Also represented were Capcom, Romstar, Rowe, Nintendo, Williams, Sega, Exidy, Kramer, Betson, SMS, Wico...(if I left any of you out let me blame it on those 'jumbo frozen margaritas').

AMOA President, Dick Hawkins who has been to quite a few more state conventions than I, also felt it was well-organized.

I wanted all the state associations to see the schedule of events which includes a little of everything that a good trade show requires. The highlights of the show for me were:

1)Professor Joseph Sequin's seminar, "Management of a Small Business in the 1990's." Professor Sequin has been teaching at Notre Dame University since 1958. He has remained close with the amusement industry and its problems and is a founding father of the AMOA-Notre Dame Executive Development Program (John Trucano and Fred Granger are actually credited with starting this program).

The main points of the seminar were: a) The emphasis in business has changed from 'systems that worked for 60 years' to 'people.' A different set of skills will be needed to effectively manage the next working generation. A manager will be elected by the working group as a coach, teacher, and mentor. We must retrain managers; b) Foreign countries are purchasing our debt. The U.S. government cannot help us with restrictions. The consumers are crying for excellence. Foreign countries have reacted to this cry and the U.S. has not; c) The most important part of business is the service sector. Service accounts for 72 percent of all U.S. jobs and 69 percent of our

1987-88 Officers of AMOT: (center) Vancie Todaro of TAVS, past president and new executive director; (left to right) Don Barfield of Texas Amusement Games, zone chairman; Raymond Fickey of F&F Vending Service, treasurer; Jerry Kaler of Big State Vending Co., president; James Holley of State Music Distributors, secretary; and Paul Borchardt of Borchardts, Inc., vice president.

BRICK-BREAK

A breakthrough in countertop play

. . . the newest addition to the Super Duper Casino library of countertop hits!

Break into fast action countertop play with Brick-Break . . . the new high speed, multiple screen paddle game . . . now in every Super Duper Casino 5-in-1 countertop game!

Super Duper Casino offers five fabulous selections in one great game!

- Draw Poker . . . pure amusement play appeal
- U.S. Black Jack . . . with jokers for more excitement
- Brick-Break . . . control the high speed bouncing ball through multiple screens
- Wizards of Words . . . more than 1,000 phrases challenge players' word skills
- Sex Trivia . . . including questions on the sex lives of the world's most famous celebrities

Super Duper Casino . . . available as a DEDICATED GAME or a CONVERSION BOARD from:

U.S. GAMES, INC.

producing top earning games for coin game operators since 1981

1-404-441-2910

4025 Pleasantdale Road
Suite 230
Atlanta, GA 30340

national income; d)95 percent of all U.S. businesses are 'family owned.' Due to sibling rivalry, emotions, pride, and jealousy, only three percent of U.S. family businesses have grown over the last 60 years (during a period when little or no change took place). The average business life is now 20 years. We must PLAN to survive rapid change. Make an organizational chart for all to see. Let your kids develop outside your business.

2) Past AMOA president Dock Ringo's (Wallace Distributing Co., Mineral Wells, Texas), presentation of awards at the banquet: "Texas Rising Star Award" to Clay Blaker & "The Texas Honky Tonk Band;" "Classic Record Award" to Al Dean for his 1967 record, "Cotton-Eyed Joe" (the most played record on Texas jukeboxes for the last 20 years). What touched me was hearing these artists thanking the Texas operators for buying and playing their songs on jukeboxes. "Cotton-Eyed Joe" has never been on a record chart or play list anywhere, yet Texas operators and their jukebox customers have kept this song alive. I only wish that our industry would give more of these jukebox awards, so that artists and record companies would appreciate our industry for the free publicity we so generously give them. Dock also presented a special AMOT plaque to Vancie Todaro, outgoing AMOT President, for the fine work she's done for AMOT this past year.

3) AMOA President Dick Hawkins' address which included the following: a) Every industry needs a strong association to present 'one voice' to legislators. The AMOA Washington

AMUSEMENT AND MUSIC OPERATORS OF TEXAS

1987 CONVENTION SCHEDULE

St. Anthony Inter-Continental Hotel • San Antonio, Texas • July 23-25, 1987

THURSDAY, JULY 23, 1987

9:00 a.m. - 1:00 p.m.
Golf Tournament - *Northern Hills Country Club*
Co-Sponsor: H. A. Franz & Co.
Co-Sponsor: O'Connor Distributing Co.

12:00 Noon - 5:00 p.m.
Registration

1:30 p.m. - 5:30 p.m.
Board of Directors Meeting - *Lafitte Room*

6:00 p.m. - 7:00 p.m.
President's Reception - *Peraux Room*
Sponsor: Commercial Music Company

DINNER ON YOUR OWN

FRIDAY, JULY 24, 1987

8:00 a.m. - 5:00 p.m.
Registration

8:00 a.m. - 8:30 a.m.
Continental Breakfast - *LaSalle-Alamo Room*
Sponsor: Allcoin Equipment

8:30 a.m. - 9:45 a.m.
Welcome and Opening Ceremonies
AMOT President - Vancie Todaro
AMOA President - Richard Hawkins
San Antonio Welcome - Mayor's Office Representative
Speaker - Henry Guerra, San Antonio, Texas
Speaker - Larry Don Shaw, Big Spring, Texas State Representative, 69th District

9:45 a.m. - 10:00 a.m.
Coffee Break
Sponsor: Big State Vending

Profitability for The Future

10:00 a.m. - 12:00 Noon
Seminar - "Profitability for the Coin Machine Owner"
Frank "the Crank" Seninsky
Co-Sponsor: Amusement Games of Texas
Co-Sponsor: Nintendo

12:00 Noon - 3:00 p.m.
Ladies Luncheon - *Los Patios*
Sponsor: Sunbelt Amusement

12:00 Noon - 5:00 p.m.
Exhibits Open - *Anacacho and Peraux Room*

12:00 Noon - 1:00 p.m.
Snack Buffet - *Peacock Alley*
Sponsor: State Music Dist. Inc.

6:30 p.m. - 10:30 p.m.
Buffet and Casino Night - *Travis Room*
Sponsor: Dynamo Corporation

SATURDAY, JULY 25, 1987

8:00 a.m. - 12:00 Noon
Registration

8:00 a.m. - 8:30 a.m.
Continental Breakfast
LaSalle-Alamo Rooms
Sponsor: Allcoin Equipment

8:30 a.m. - 9:45 a.m.
Seminar - "Industry's New Agency"
Speaker: Judge Robert Hughes
Speaker: Claudia Stravato, Associate Deputy Comptroller for Tax Administration

9:45 a.m. - 10:00 a.m.
Coffee Break
Sponsor: Bob DePriest Music

10:00 a.m. - 12:00 Noon
Seminar - "Management of a Small Business in the the 1990's"
Professor C. Joseph Sequin
Co-Sponsor: Dock Ringo & Jim Ball
Co-Sponsor: TAVS, Inc.

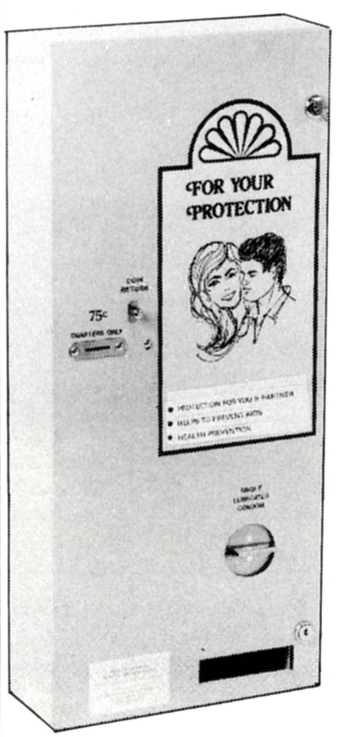
12:00 Noon - 1:30 p.m.
General Membership Luncheon
St. Anthony Club Room
Election of officers, presentation of golf awards, etc.
Speaker: Nick Hindman, President, Seeburg Corporation
Sponsor: Seeburg Corporation

1:30 p.m. - 5: 30 p.m.
Exhibits Open - *Anacacho-Peraux Rooms*

7:00 p.m. - 7:30 p.m.
Cocktail Reception - *Peacock Alley Room*
Sponsor: R. J. Reynolds Company

7:30 p.m. - 9:00 p.m.
Gala Banquet - *Peraux Room*
Speaker: AMOA President Richard Hawkins
Installation of 1987-88 Officers
Presentation of:
Texas Rising Star Award
Classic Record Award
Wayne Hesch Scholarship
P.A.C. Fund Raffle
Sponsor: Trade West

9:00 p.m. UNTIL ?
Entertainment: Dance to the Music of Clay Blaker & The Texas Honky Tonk Band
Sponsor: Southgate Amusement
Banquet Program Book
Sponsor: Replay Amusements, Inc.



CONDOM MACHINES

CHECK OUR FEATURES:

- Fully Slug Proof
- Adjustable Pricing on Location, .50¢, .75¢, $1.00
- Coin Return
- Escrow
- Drop Vend
- All Internal Coin Mechanism
- 1 Gross Capacity
- Dimensions: 11" x 4" x 27"
- Weight: 26 lbs.
- 16 Gauge Cold Rolled Steel Welded for Extra Strength
- 38 Years Manufacturing Vending Equipment

CONDOMS: We Manufacture Our Own.

Suresex™ - Shaped, transparent, nipple end, lubricated

AREA STOCKING DISTRIBUTORS WANTED

U.S.T.C. - 3118 62nd Avenue - P.O. Box 21234 - St. Petersburg, FL 33742

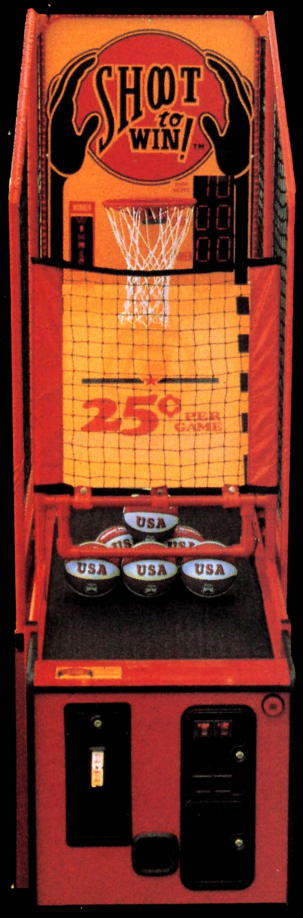
813-527-1107 – 9 am - 5 pm EST

The SMART CHOICE!

SHOOT TO WIN

2 Game Options:
Shoot with only 5 balls or shoot against time clock.

34" wide with retractable bottom base



DIAMOND MINE

2 Player
New Double Player automatically reloads merchandise

THREE GAME SELECTION PROGRAM:
(1) Nudge arm half-way across playfield
(2) Nudge arm all the way across playfield
(3) Prize arm moves automatically across playfield

4 Player
Three tier merchandise display platform

DIMENSIONS

2 Player Upright	4 Player	Trailer Model
33 1/2" width	47" width	33 1/2" width
33 1/2" length	47" length	33 1/2" length
47" height	51" height	27" height

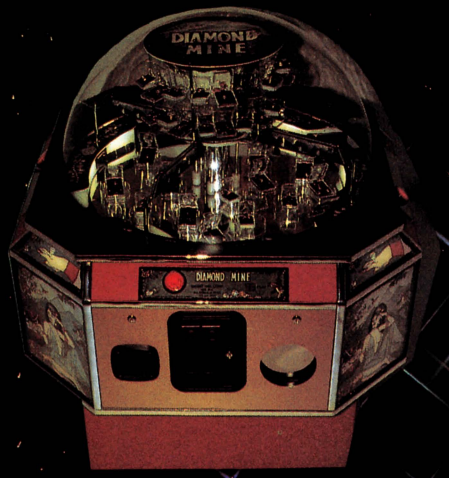
CLEAN SWEEP

- Three skill game options
- Joystick controlled
- Fully adjustable claws
- Dollar bill accepter option

BACKED BY THE SMART GUARANTEE

OPTIONS AVAILABLE FOR ALL GAMES:

- Ticket dispenser
- Trailer mount available
- Bubble gum payout
- Plumb Bob Tilt option with siren
- Sound system
- Winner light
- Dual coin mechanism
- 90-day limited warranty



SMART PRODUCTS ARE BUILT TO LAST

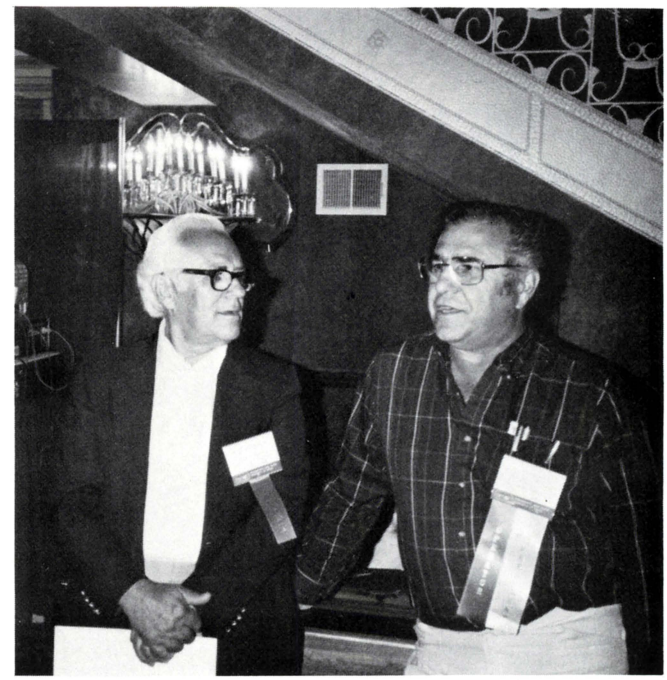
Remember the best is the cheapest in the long run.

SMART
INDUSTRIES CORP., MFG.
1626 Delaware Ave.
Des Moines, Iowa 50317
(515) 265-9900 1-800-553-2442

Conference is a number one priority. (Note that AMOT has just closely defeated a state sales tax on game grosses); b) Every operator should get involved in leagues. The bowling industry has been doing it for the last 25 years. You can start with as little as two or three accounts and get some of your friends to help. Do it yourself first before assigning it. The AMOA National Dart Association will assist you; c) a dollar coin is very important to our industry and AMOA is fighting hard for it; d) an industry liability program is being worked on; e) industry standardization; f) the awarding of a Wayne Hesch Scholarship ($1000) to Skyler Sudderth. AMOA will award 10 scholarships this year to outstanding sons and daughters of AMOA members. A goal of one scholarship per state per year has been set and should be reached in the very near future.

4) AMOT decal program. This silver and black sticker is sold by Texas distributors to Texas operators for $3 each. (This is a very fair system to raise money). The sticker is good for one year and the money goes directly to the AMOT P.A.C. Fund. This is a fund which can make large political contributions legally on behalf of AMOT. The Casino Night and Raffle also raised money for the AMOT P.A.C. Fund.

5)Industry & Game News: a) *F-14* will earn more if the back legs are lowered by screwing the back leg levelers all the way in, says Joe Gilbert, Williams' new sales vice president; b) Joel Friedman, Rowe vice president, says that Japan will release a three inch CD called a three inch single which will hold four



Professor C. Joseph (Jerry) Sequin (left) is listening to Ross Todaro's theory of management before Professor Sequin gave his seminar of "Management of a Small Business in the 1990's. Ross Todaro is an AMOA director and past president of AMOT (1980-81).

Buy Direct and Save
All Capsules manufactured on our premises!

Write for complete information

"STA-CLOSED" empty or filled Capsules and COLORFUL EGGS

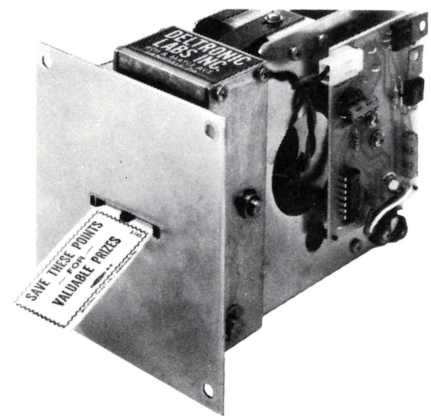
"We can also supply you with Toys-Bulk and Capsuled, Candy of all types to fit all Claw and Crane Machines, and all bulk vending supplies."

At America's Lowest Prices!

A&A Co.

1930 Greenspring Drive
Timonium, Maryland 21093
CALL TOLL FREE: 1-800-638-6000
or phone (301) 252-1020

THE TICKET DISPENSER —WITH EXPERIENCE



DELTRONIC LABS DL-1275 Ticket Dispenser is now available in kits—for quick and easy installation on existing video, pinball and novelty games.

For more than 7 years, top amusement manufacturers have relied on DELTRONICS LABS for quality ticket dispensers, backed by prompt and efficient service.

Now this time-tested dispenser is incorporated in kits for the same dependable performance on your present games.

You can renew player interest with tickets for awards and bonuses—and keep them playing again and again and again!

DELTRONIC LABS, INC.
Eight & Maple Avenue • Lansdale, PA 19446
215/362-9112 • Telex 317054

DREW

TIGER PAW CRANE

Features:

- Safe and Durable Plexiglass Panels
- Dual Coin Mechanisms
- Joy Stick or Button, Skill System
- Hinged Front Door With Dual Locks for Security and Easy Loading
- Complete With Sound and Flashing Marquee Heading
- 3½'' Locking Caster Wheels
- Separate Locking Cash Box and Prize Storage Compartment
- Coin-In Meter, Prize-Out Meter
- LED Read-Out Coins and Seconds Per Game Play
- Game Play Option of 25¢, 50¢, 75¢, or $1.00 Per Game
- 10-Second Play Time
- Optional Bill Acceptor
- Optional Ticket Dispenser
- Multi-Sensory Devices for Security, Tilt and Chute
- Operator Selector Play Settings

Made in USA

Single Crane Model

Width 24¼''
Depth 34''
Height 78¼''

Drew's Distributing, Inc.
P.O. Box 632
Fairforest, SC 29336
Phone (803) 574-0162

Billiard Cloth

Mali & FORSTMANN®

Available through distributors

All Grades and Colors,

ORDER DEPT:

TOLL FREE – 800-223-6468

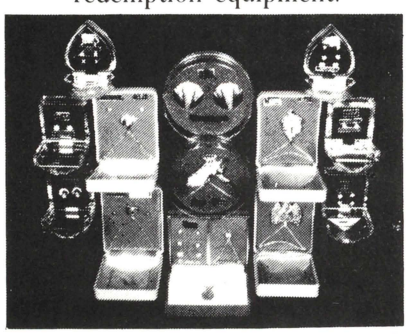
NEW YORK – 212-475-4960

The Henry W.T. Mali & Co., Inc.
257 Park Ave, South • New York, N.Y. 10010

HMS MONACO ET CIE, LTD.

The Leading Manufacturer of Beautifully Packaged Costume Jewelry

Ideal for rotaries, cranes and other redemption equipment.

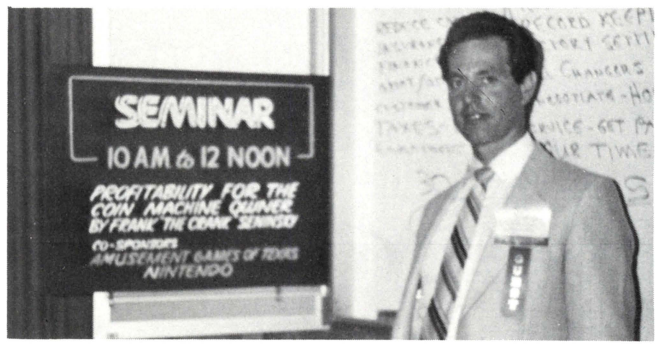


HMS Monaco items come custom packed, each specifically suited to your particular requirements.

Call Ira Erstling for prices and best case sizes for equipment loading.

135 West 20th Street, 4th Floor
New York, NY 10011
(212)691-9000

Dock Ringo (AMOA and AMOT past president) presents Vancie Todaro (outgoing AMOT president and new AMOT executive director) with a service plaque for the outstanding work she's done this past year for AMOT.



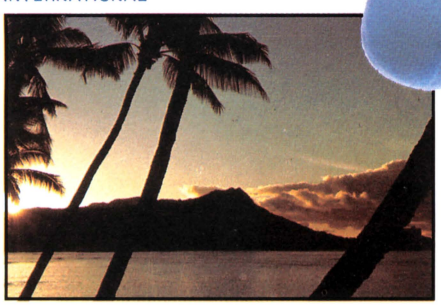
Frank 'the Crank' Seninsky of Alpha-Omega Amusements & Sales gave a well attended seminar on "Profitability for the Coin Machine Operator." Frank has given this seminar in New York, Pennsylvania, Ohio, and Wisconsin. He is scheduled to speak at the upcoming Tennessee, North Carolina, and Virginia conventions, as well as AMOA in Chicago.

or five top selections (20 minutes) and cost about one third as much as a five inch CD (70 minutes), which now costs $12-$13. There is presently a problem in finding a long-lasting material for the exterior donut that is required for interchanging three inch and five inch on the same player. Rowe is waiting until this problem is solved before deciding on what to do about three inch CD's; c) *Double Play* from Leland-/Cinematronics looks like the game street operators have been waiting for. It's actually two games in one: *World Series Season II* and *Home Run Derby* (a great tavern game). As an upgrade for *World Series* or as a kit, I think this game is a terrific investment.

I could go on and on but there is just so much that can be written in one article. I want to thank Vancie and Ross Todaro and Dock & Betty Ringo for inviting me to Texas (and for the Mexican food and jumbo margaritas), all of AMOT and especially Windell Cannon of Amusement Games of Texas, San Antonio, and Nintendo for sponsoring my seminar and trip. I hope I gave profitable advice to the Texas operators because I sure returned from Texas with a wealth of knowledge and a memory of a great experience. Thank you AMOT!

Toying with a Tropical Vacation

P.M.I. Wholesale Toy Division
INTERNATIONAL



FIRST PRIZE:
Hawaii
A trip for two for 7 days/6 nights

SECOND PRIZE:
Puerto Rico
A trip for two for 4 days/3 nights

THIRD PRIZE:
St. Thomas
A trip for two for 4 days/3 nights

P.M.I. Wholesale Toy Division Showroom and Warehouse
San Antonio, Texas: 6903 Sunbelt Drive South, San Antonio, Texas 78218 Tels. (512) 829-4666 (Local)
Call Toll Free (800) 451-1204 (TX) (800) 445-6403 (USA)
Puerto Rico: Avenida Las Nereidas #124, Cataño, Puerto Rico 00632 Tel. (809) 793-5333.

OFFICIAL RULES

1. No purchase necessary to enter. All entries must be received by December 25, 1987, to be eligible for the drawing. Odds of winning depend upon the total number of entries received. Not responsible for lost, late or misdirected mail.
2. Winners will be determined in a random drawing held on or about December 31, 1987. Winners will be notified by mail, and must execute an affidavit of eligibility, publicity and liability release within 15 days of notification. For a list of prize winners, send a self-addressed, stamped envelope to Sweepstakes Winners, P.O. Box 65100, San Antonio, TX 78265-5100.
3. Winners will receive round-trip coach airfare from winner's closest major airport, lodging based on one room/double occupancy. Meals are not included. Expenses outside of prize provision and risks of travel are winners' and guests' responsibility. All trips must be completed by December 1, 1988. Space availability and certain date restrictions apply. Limit one winner per family. All prizes are nontransferable and no cash alternative or prize substitution is offered. Travel arrangements will be made by P.M.I. Wholesale Toy Division sixty days prior to the date of departure.
4. Winners are responsible for all applicable taxes. All federal, state and local laws apply.
5. Sweepstakes is open to continental U.S. and Puerto Rico residents, 18 years of age or older. Employees or families of P.M.I. Wholesale Toy Division its subsidiaries and affiliates, are not eligible to participate.

VOID WHERE PROHIBITED BY LAW

WIN A FREE VACATION

JUST COMPLETE THE ENTRY BLANK BELOW AND RETURN TO:
Sweepstakes, P.O. Box 65100, San Antonio, TX 78265-5100

Please enter me in the SWEEPSTAKES and send me a Toy Catalog. ☐
Please enter me in the SWEEPSTAKES and do not send me a Toy Catalog. ☐

Name _____

Company _____

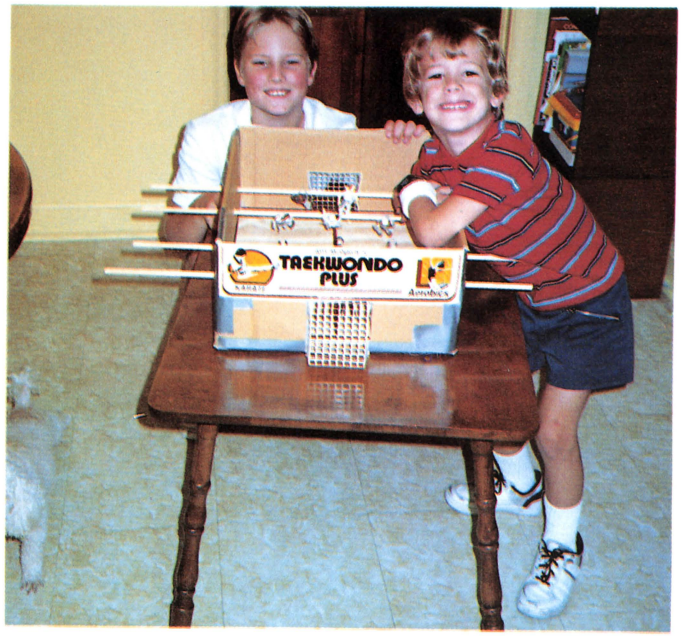
Address _____

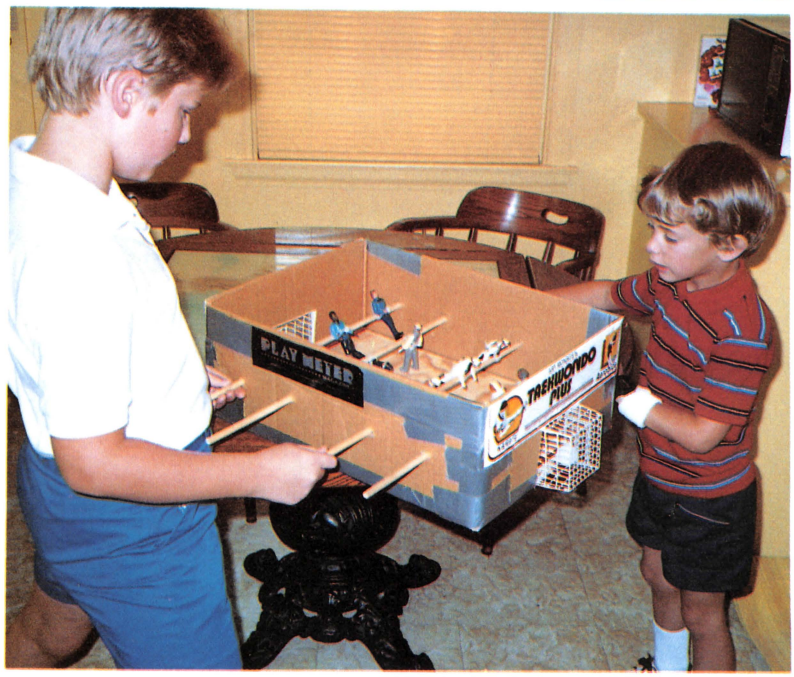
City _____ State _____ Zip _____

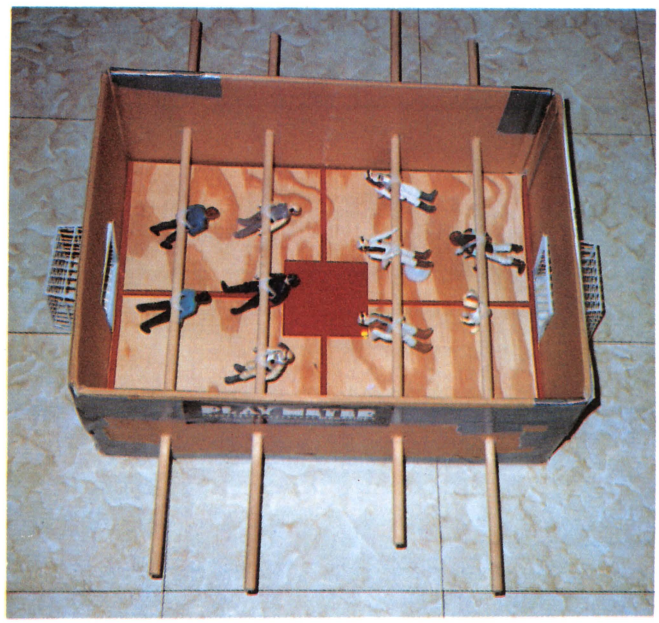
Telephone ( ) _____ Number of crane machines in operation _____

CAN'T GET ENOUGH FUSSBALL

When Play Meter's managing editor, Bonnie Theard, told her two youngsters that she absolutely would not buy them a foosball table, they took matters into their own hands! Brad, 9, and Greg, 5, rounded up a cardboard box, piece of plywood, some Star Wars men, strawberry containers, a plastic throw left over from Mardi Gras, some wooden dowels, and a few bumper stickers and went to work. Mom, Bonnie, says that she was surprised but proud of her sons. Of course, she is quick to assure fussball manufacturers that Brad and Greg are not going into the table soccer business--at least not for awhile!







Still the #1 Golf Game in Production Today!

CALL YOUR LOCAL DISTRIBUTOR NOW

MADE IN THE U.S.A.
TAITO®

TAITO AMERICA CORPORATION
660 Wheeling Rd., Wheeling, IL 60090
(312) 520-9280. Telex 25-3290
FAX: (312) 520-1309

© 1987 TAITO AMERICA CORPORATION
PRINTED IN U.S.A.

Darts...

Electronic darts are being touted as the most important development in years for coin-operators in the amusement & music industry. Why? Because dart games on location attract regular — even loyal — players. In short, a potential year-round bonanza!

By encouraging player interest in darts — primarily through leagues which have been the mainstay of pool and bowling for years — operators can significantly expand income opportunities!

What Is AMOA Doing About Darts?

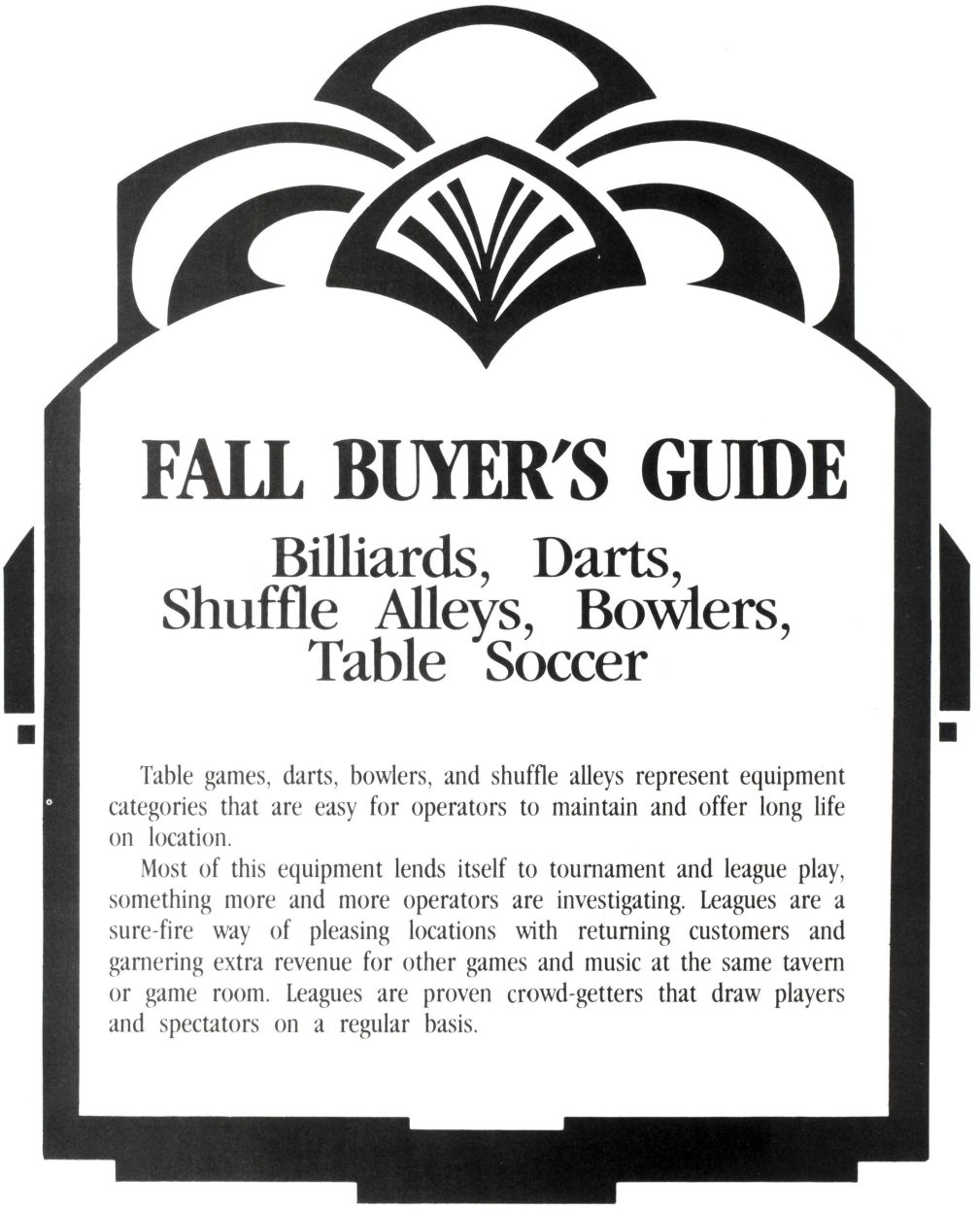
The Amusement & Music Operators Association has formed the AMOA National Dart Association. Its sole purpose is to increase operator and player interest in competitive dart teams and league activity nationwide. To this end, it sanctions players sponsored by AMOA National Dart Association member operators. It also has developed standardized rules & regulations — including handicapping criteria — to provide equal competitive opportunity throughout the country. Additionally, each spring it sponsors the AMOA National Team Dart Tournament to recognize the best teams and players. And it has produced an operator's handbook — as well as a video and cassette tapes — on "How to Organize Dart Leagues."

To join the AMOA National Dart Association an operator must first be a member of AMOA.

AMOA: Working for You!

For more information on the AMOA National Dart Association — or AMOA membership, programs and services — call or write today!

Amusement & Music Operators Association
111 E. Wacker Drive
Chicago, IL 60601
312/644-6610
Direct Line:
312/565-4602



FALL BUYER'S GUIDE

Billiards, Darts, Shuffle Alleys, Bowlers, Table Soccer

Table games, darts, bowlers, and shuffle alleys represent equipment categories that are easy for operators to maintain and offer long life on location.

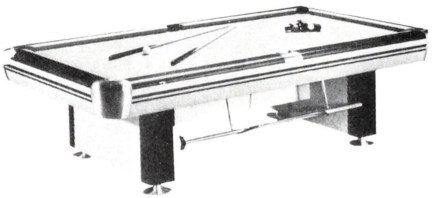
Most of this equipment lends itself to tournament and league play, something more and more operators are investigating. Leagues are a sure-fire way of pleasing locations with returning customers and garnering extra revenue for other games and music at the same tavern or game room. Leagues are proven crowd-getters that draw players and spectators on a regular basis.

BUYER'S GUIDE

BILLIARDS

American Shuffleboard
The Classic

American Shuffleboard
Bumpa Pool



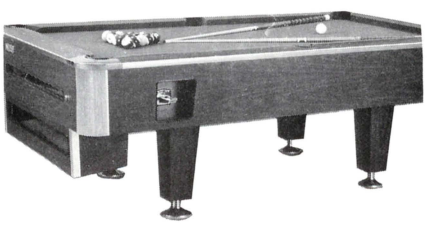
Dufferin
Challenger

Dynamo
Dynamo Pool Table
(available in four sizes)

Global Billiards
Global Coin

Global Billiards
Old Timer

Montana Billiards
The Boss
(also Royal Oak)



Murrey & Sons
M-1 Coin Table

The Valley Co.
Bumper Pool

BUYER'S GUIDE

BILLIARDS

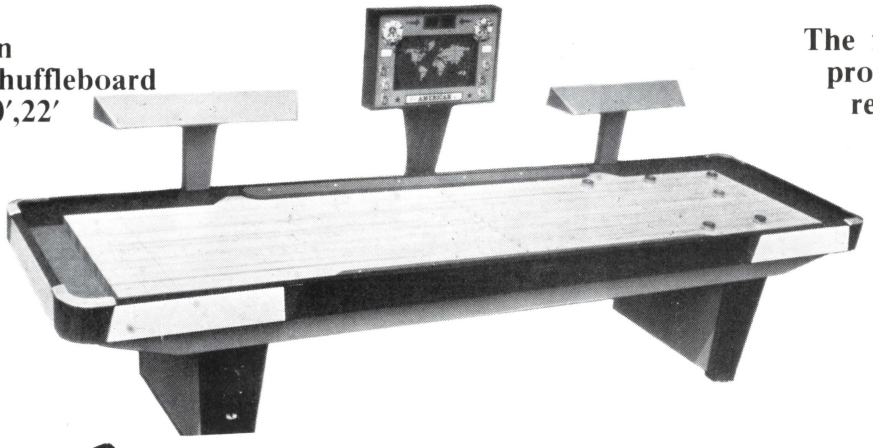
The Valley Co.
Cougar ZD-4
(available in four sizes)

U.B.I.
Series 500 (Zenith pull chute
and Crest drop chute; in four sizes)

U.B.I.
Series 1000
(available in four sizes)

SHUFFLEBOARDS - the profits never end!

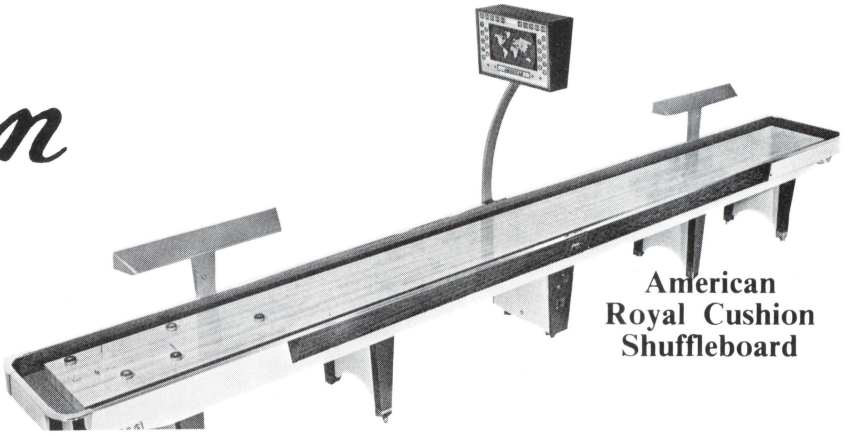
American
Royal Shuffleboard
16',18',20',22'



The finest coin operated,
profit making
recreation tables in
the world are
made by -

American
Shuffleboard
Company

210 Paterson Road
Union City, New Jersey 07087
201/865-6633



American
Royal Cushion
Shuffleboard

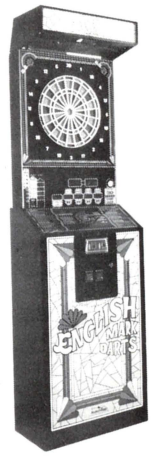
WRITE OR CALL FOR DETAILS ON OUR COMPLETE LINE OF SHUFFLEBOARDS....
SEE US AT AMOA BOOTHS 1111/1113 & 1212/1214

BUYER'S GUIDE

DARTS

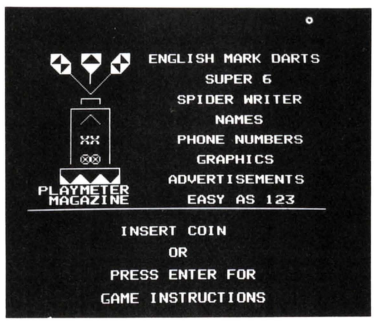
Arachnid
Bud Mark Darts

Arachnid
English Mark Darts 4500 Econo

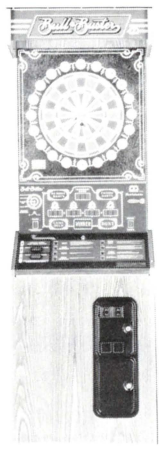


Arachnid
English Mark Darts 5000 Elite

Arachnid
Super 6



Arachnid
Spider Writer for Super 6
(custom message programmer)



Merit Industries
Bull Buster Darts
(standard upright)

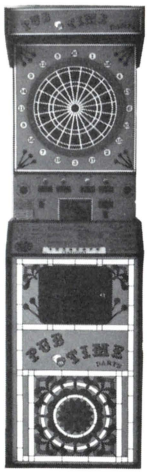
Merit Industries
Deluxe Bull Buster Darts

Merit Industries
Crick-Kit 4500 & 5000
(adaption kit for Arachnid series)

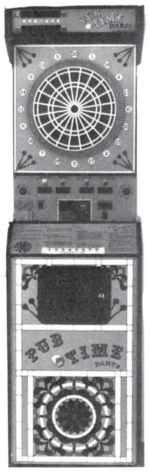
Merit Industries
Crick-Kit (add-on module
for all Bull Buster & Pub Time)

BUYER'S GUIDE

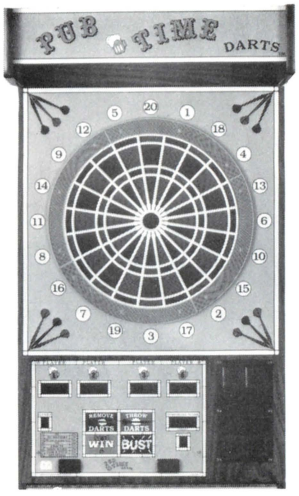
DARTS



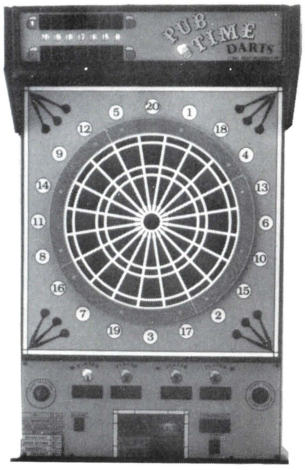
Merit-Nomac
Pub Time Darts
(standard upright)



Merit-Nomac
Deluxe Pub Time Darts



Merit-Nomac
Standard Pub Time Wall Mount



Merit-Nomac
Deluxe Pub Time Wall Mount

VIP™

Merit-Nomac
VIP-Video Interface Processor
(custom message programmer)

The Valley Co.
Cougar Darts

The Valley Co.
Royal Dartes

Photo not available:

The Valley Co.
Cricket (new)

BUYER'S GUIDE

AIR HOCKEY & TABLE SOCCER

Dynamo
Dynamo Air Hockey

Dynamo
DS-3 Soccer Table

Imagination Leisure
SST-8 Table Hockey

Murrey & Sons
Indoor Soccer

Penn-Ray Sutra
Tournament Soccer

Tornado Table Soccer
The Standard

STATE OF THE INDUSTRY !

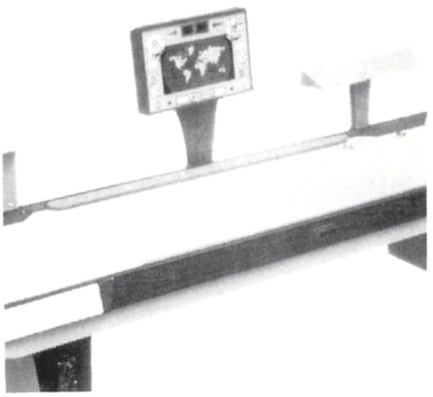
Our annual survey is coming your way . . .
fill out and return promptly to help us
paint a true picture of the coin-op
entertainment business.

* * * **Results will appear in January '88** * * *

BUYER'S GUIDE

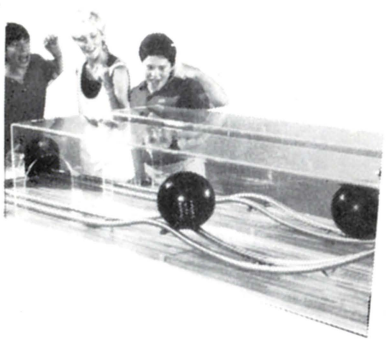
SHUFFLE ALLEYS, BOWLERS, ROLL-DOWNS

American Shuffleboard
Royal Bank Shot 9 ft.



American Shuffleboard
Royal Cushion 9 & 12 ft.

American Shuffleboard
Royal Longboard
(available in 16-18-20-22 ft.)

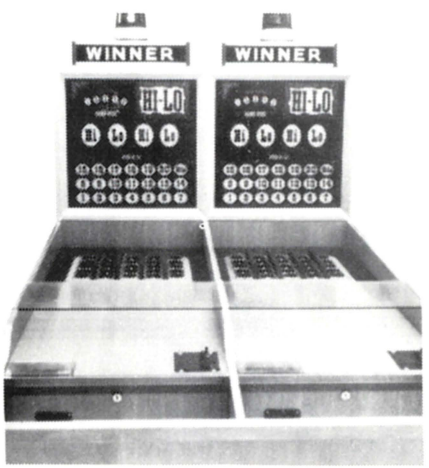


Bob's Space Racers
Bowler Rowler

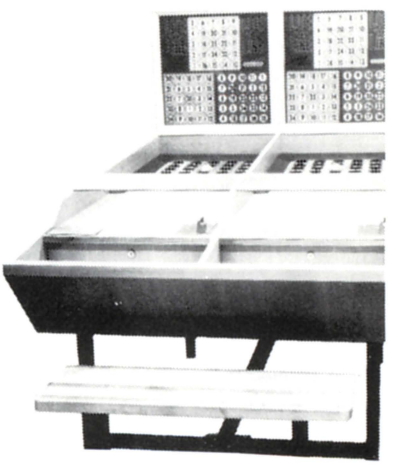
Imagination Leisure
Super Bowl

Playfair Shuffleboard
Playfair Shuffleboard
(available in custom sizes)

Seidel Amusement
3-In-Line



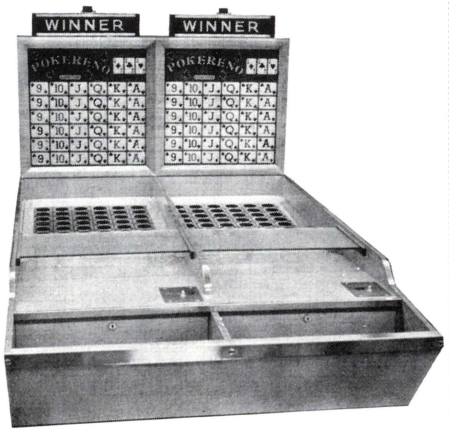
Seidel Amusement
Hi-Lo



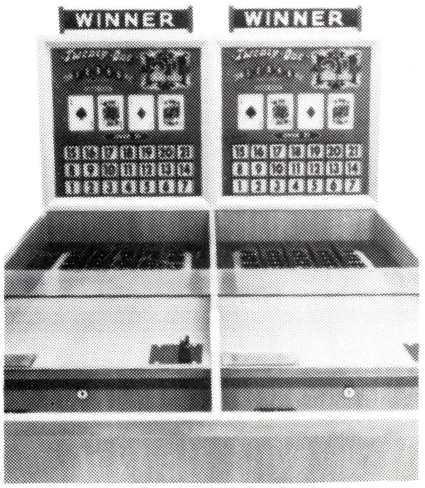
Seidel Amusement
Lite-A-Line
(also Bing-O-Reno)

BUYER'S GUIDE

SHUFFLE ALLEYS, BOWLERS, ROLL-DOWNS

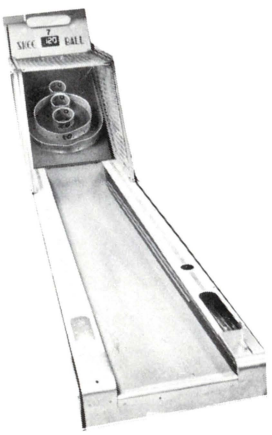


Seidel Amusement
Pokereno



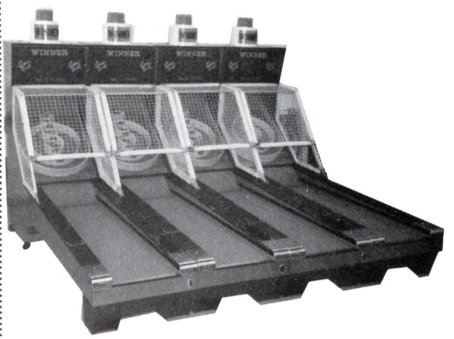
Seidel Amusement
Twenty-One

Skee-Ball
Mini Skee-Ball
(6 & 8 ft. lengths)

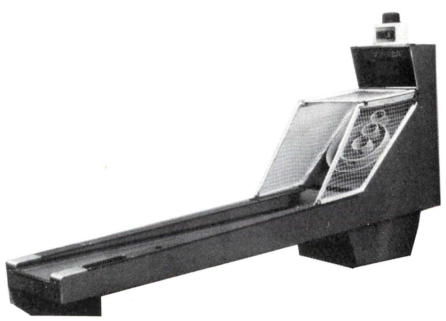


Skee-Ball
Skee-Ball 10 & 13 ft.
(also four-player)

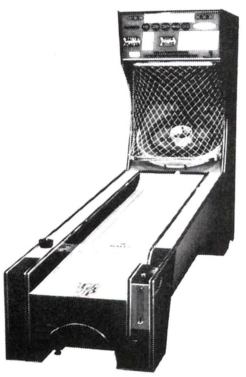
The Norton Company
High Ball



Troy M Enterprises
Super Ball 10 ft.



Troy M Enterprises
Super Ball 14 ft.



U.B.I.
Bankroll

Williams Electronics
Tic Tac Strike

Fall Buyer's Guide Index

Billiards

American Shuffleboard Co., Inc.
210 Paterson Plank Road
Union City, NJ 07087
(201) 865-6633

Continental Manufacturing
611-623 Holt St.
P.O. Box 3232
Montgomery, AL 36109
(205) 265-9738

Dufferin, Inc.
4240 Grove Ave.
Gurnee, IL 60031
(312) 244-4762

Dynamo Corp.
2525 Handley Ederville Road
Richland Hills, TX 76118
(800) 527-6054
(817) 589-7699

Global Billiards Manufacturing Co.
1263 W. 132nd St.
Gardena, CA 90249
(213) 327-0562

Montana Billiards Supply & Manufacturing Co.
134 Regal St.
Billings, MT 59104
(406) 259-4898

Murrey & Sons Co., Inc.
14150 S. Figueroa St.
Los Angeles, CA 90061
(213) 321-5161

The Valley Co.
333 Morton St.
Bay City, MI 48706
(800) 248-2837
(517) 892-4536

U.B.I. (United Billiards, Inc.)
51 Progress St.
Union, NJ 17083
(201) 686-7030

Darts

Arachnid, Inc.
6421 Material Ave.
Rockford, IL 61132
(800) 435-8319
(815) 654-0212

Merit Industries
2525 State Road
P.O. Box 5004
Bensalem, PA 19020
(800) 523-2760
(215) 639-4700

Merit-Nomac
(see Merit Industries)

The Valley Co.
333 Morton St.
Bay City, MI 48706
(800) 248-2837
(517) 892-4536

Air Hockey and Table Soccer

Dynamo Corp.
2525 Handley Ederville Road
Richland Hills, TX 76118
(800) 527-6054
(817) 589-7699

Imagination Leisure
251 Dixon Ave.
Amityville, NY 11701
(516) 842-4242

Murrey & Sons Co., Inc.
14150 S. Figueroa St.
Los Angeles, CA 90061
(213) 321-5161

Penn-Ray Sutra Corp.
P.O. Box 1088
1705 Winchester Road
Bensalem, PA 19020
(800) 523-8934
(215) 638-4720

Tornado Table Soccer
Rt. 3, Box 334
Fort Worth, TX 76140
(817) 483-6646

Shuffle Alleys, Bowlers, Roll-Downs

American Shuffleboard Co., Inc.
210 Paterson Plank Road
Union City, NJ 07087
(201) 865-6633

Bob's Space Racers
427 15th St.
Daytona Beach, FL 32017
(904) 677-0761

Playfair Shuffleboard Co., Inc.
7021 Bluffton Road
Fort Wayne, IN 46819
(219) 747-7288

Seidel Amusement Machine Co.
P.O. Box 11162
Albuquerque, NM 87192
(505) 298-6994

Skee-Ball, Inc.
8th & Maple Streets
Lansdale, PA 19446
(215) 362-0300

The Norton Co.
4910 W. Linebaugh Ave.
Tampa, FL 33624
(813) 962-4012

Troy M Enterprises
P.O. Box 216
Blacklick, OH 43004
(614) 863-1795

U.B.I. (United Billiards, Inc.)
51 Progress St.
Union, NJ 17083
(201) 686-7030

Williams Electronics
3401 N. California Ave.
Chicago, IL 60618
(312) 267-2240

THE PAY PHONE PICTURE

by Mike Shaw

Making The Right Choice In A Pay Phone

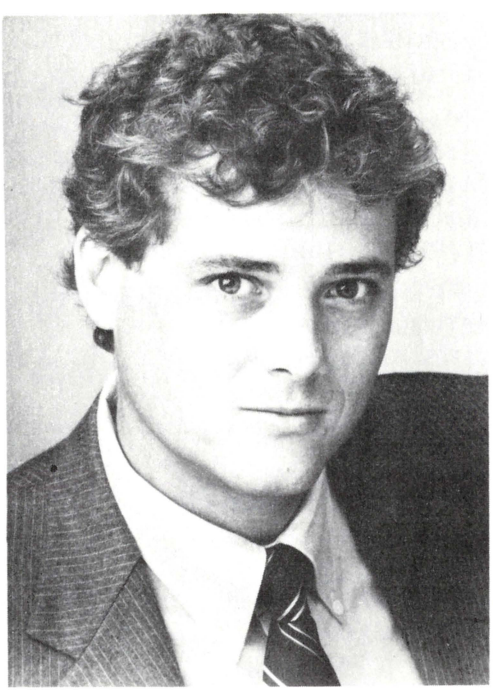
New and sophisticated options now available in pay phone equipment are giving prospective pay phone buyers more to consider before making their selections.

Many observers of the pay phone industry see 1986 as a turning point of sorts. After spending its first few years divesting itself of overstated potentiality, get-rich-quick opportunists, misguided entrepreneurs and other entanglements that typically enmesh new and promising industries, the business seems to have settled into a period of real and steady growth. Although the industry has gotten off to a much slower start than any of its early champions claimed it would, 1986 promises to be a good year, and 1987 a banner year, for sales of pay telephone equipment.

To coin game operators who have watched the pay phone industry mature, and have considered expanding their routes to include pay phones, the most difficult associated task has been to find dependable, cost-effective pay phone equipment. Many companies have presented themselves as manufacturers of pay phones, but few have been able to deliver phones that can be successfully operated.

Pay phone companies--manufacturers and operators--have learned at least two things about the equipment. It must be user friendly and include user options. Most importantly, user friendly means that it must look like and operate similarly to the phone equipment people were comfortable with before deregulation. On the other hand, it must also include user options that give it more functionality than the older phones as well as owner options that enable owners to administer their pay phone routes cost-effectively.

Data Contract Company (DCC) is a telecommunications firm located in Roswell, Georgia, a suburb of Atlanta. DCC designed and manufactured the GTE 1220 advanced feature pay phone that has become a contemporary public telephone market standard. The 1220 looks and operates similarly to older model GTE public pay phones but also includes a variety of innovative features--many of which are transparent to the user--including remote diagnostics which alert pay phone owners to problems with the phones as well as enable owners to check on their phones from a distant location. DCC also manufactures retrofit kits for pay phones, a popular new way to upgrade existing pay phone equipment and modernize a pay phone route cost-effectively.



Steve Odom

Steve Odom, an experienced data communications and telecommunications product engineer, is president of DCC. Recently he completed the sale of DCC to Vodavi Technology, a publicly-held Scottsdale, Arizona-based company, which operates as a holding company for producers of a variety of telephone and central office equipment. Odom will remain at DCC and in Roswell to preside over the design and development of pay phone products as the head of the resulting Vodavi subsidiary, DCC-Telematic.

Recently, at an address to attendees at Pace '87, a pay phone industry conference, Odom spoke on new innovations in pay phone technology, particularly on remote diagnostics and retrofit kits, and on how prospective

pay phone buyers can select the pay phone equipment that will best suit their locations and serve their goals of profitability. He proposes the following list of questions buyers should ask themselves and the answers they should get.

How can I judge the manufacturer of the equipment?

This is the first question to investigate, because the quality of the performance of pay phones and pay phone retrofit kits will be the result of the knowledge and care that went into their manufacturing.

Find out how long the company principals and key personnel have been working in the telecommunications industry. The telecommunications field represents the world's most advanced technology, and obviously, the more experience the better. The probabilities are far greater that companies with telecommunications expertise will not only deliver better products, but that they will be around for the long haul to support those products.

Inquire about the kind of technical assistance the company offers and how it goes about providing it. Then assess the company's financial stability. Again, you want to be sure your vendor is going to be in business as long as you are.

What kind of technical assistance should I expect from a manufacturer?

A manufacturer should maintain a trained staff dedicated to technical assistance, one that interfaces with marketing and engineering personnel in an ongoing effort to make improvements to the product. The company should also have an automated quality assurance statistical analysis program that enables them to track and eliminate recurring problems.

Which pay phone options are specifically designed to improve earnings?

Several options available in pay phones and in pay phone retrofit kits are designed to make pay phones more profitable.

--Credit card reader: improves long distance earnings by providing callers without phone company calling cards a way to make long distance calls without needing the correct change. Additionally, calls made with credit cards may provide better profits than calls made with calling cards.

--Advertising features, such as a digital display: let you sell ads to local businesses for additional revenue.

--Speed dial functions: allow you to sell pre-designated numbers that will alert callers to speed dial certain local merchants, such as cab companies, hotels, rental car companies.

--OCC access buttons: provide another source of revenue associated with long distance calling.

Altec MFG., INC.
of Reno, Nevada
PRESENTS
Gift Shoppe

- Solid State Electronics
- .25¢-.50¢ Play Option
- Easy Access Front-Loading Lock Free Security
- Unique Skill Control Lower Crane & Close Crane Feature
- Joy Stick Operation
- 12 Different Musical Tunes
- Adjustable Time Feature
- Dual Coin Mechanism
- Plexi-Glass Viewing Thru-Out
- Hand Laminated Formica Cabinet

Option #1 - Coin Meters
Option #2 - Gum Ball

ACCESSORY COIN IN - GUM BALL OUT
FEATURE EACH AND EVERY COIN

Distributor Areas Available
We also offer Quantity Discounts
(702) 323-2900 Toll Free: 800-423-8779

25" Wide x 74" High x 36" Deep
Weight 225

League Paperwork got you down?

Management

Add or Change Leagues, Locations, Teams, Players.
Update Standings and Player Statistics.
Tracks all League fees.
Ranks Individual Players.
Provides Mailing List.

Scheduling

Automatically Breaks Teams into Divisions.
Prints Weekly Schedule for each Division.

EMD Dartman League System

Arachnid Inc

800-435-8319
815-654-0212

The Most Complete League Management System

SAVINGS PLUS INSTANT SERVICE ON YOUR TOKEN ORDERS.

Call Roger Williams Mint Toll-Free 1-800-225-2734

- Overnight shipment on stock token orders
- 3-4 weeks, even less, on custom designs
- FREE design service • Reliable security procedures

For samples of our work, information or to place an order, call Toll-Free.

Roger Williams Mint™

Northwest Industrial Park
79 Walton St., Attleboro, MA 02703
In Massachusetts, call (617) 226-3310

What options are available that will help me cut operation costs?

There are several features designed to help you cut your costs of doing business.

--Security detection devices: alert your central office to attempted vandalism and thefts, including signaling cut ground leads to keep callers from escrowing coins for fraudulent return.

--Credit card reader: saves expenses by eliminating many "live" operator calls.

--Remote diagnostics: phones can contact your office to indicate they are not functioning. Saves you money on downtime and makes your field technician operation more directed and less costly. Even better, phones equipped with certain kinds of remote diagnostics tell you when its time to make a collection trip. Remote accounting features keep an accurate count of deposits to eliminate employee theft.

In fact, remote diagnostics create a link between your phones and your computer to provide a variety of data on your operation that will improve your administration. You can receive, in effect, a complete history of information on your phones that will help you track performance and determine profitability.

What kind of credit card reader is best for use in pay phones?

Credit card readers that call for cards to be inserted provide a more reliable read and generally are more familiar to the user than swipe readers.

How can I assess the quality of a retrofit kit?

Quality control expert Dr. Michael Shen of GTE suggests you look at retrofit kits from three different perspectives.

Quality refers to the failure rate when the kit is first installed, it's "out of box" failure rate. Dr. Shen suggests good manufacturers maintain a less than two percent failure rate for the first 24 hours of operation. Manufacturers should conduct a series of acceptance tests, which include verification of the integrity of packaging to ensure there will be no damage in transit, and a Quality Assurance (QA) outgoing audit.

Reliability refers to the percentage of kits returned for repair or replacement per year. To ensure reliability, manufacturers should provide adequate Environment Stress Screening (ESS) (to ensure the equipment will perform under all kinds of environmental conditions) and have an effective method of identifying defects.

Longevity refers to the working life of the product. Realistically, you should expect a product to last 10 to 15 years. By then, wholesale changes in the technology will obsolete old equipment, even if it is still performing well. During the life of the equipment, you can expect maintenance costs of between

50 and 200 percent of the original purchase price of the equipment.

What kind of environments are prohibitive to the use of retrofit kits?

Retrofit kits should work in any environment. You might, however, want to restrict phones with credit card reader options to indoor locations.

How much should I spend on a retrofit kit?

The costs of installation and reorganizing your route procedures are ordinarily the most significant start-up expenses you'll incur.

Also, you can incur downtime costs associated with malfunctioning kits. That's why the kit you buy should be engineered to let the phone keep working if the kit should fail. You can't expect 100 percent performance on this issue, but the kits you buy should be designed with this concept in mind. Also, memory should be non-volatile and the kit should be capable of re-setting itself after a power malfunction.

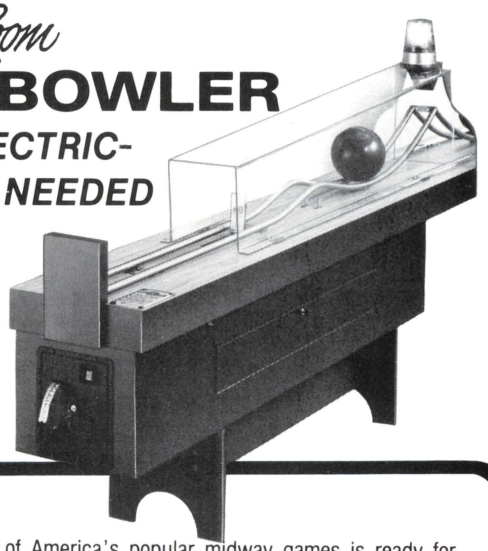
What kind of options will the pay phones of the future offer?

The possibilities include a Maintenance Termination Unit through which a SARTS (Switched Access Remote Test System) can determine whether a problem is in the phone or due to a defective line. Phones will allow users to pay for a variety of services with Smart Cards. Another idea involves interfacing pay phones with other vending equipment to control the vending machines remotely for purposes of programming, accounting and security.

SPECIAL NOTICE
purchase your used equipment from
NEW ORLEANS NOVELTY CO.
In business for 50 years!
International reputation for selling the finest used videos, flippers, & amusement games available anywhere.
EACH & EVERY GAME BEAUTIFULLY REFINISHED LIKE NEW BY EXPERTS
All games authentic legal factory models
GET ON OUR MAILING LIST FOR OUR LATEST PRICE BULLETINS OR CALL
Rose, Eddie, or Jean for latest prices
3030 No. Arnoult Road
Metairie, LA 70002 * 504/888-3500

"THE SILENT PARTNER"
FINANCIAL ANALYSIS
ROUTE MANAGEMENT
LIFETIME INCOME BY MACHINE
RETURN ON INVESTMENT
YEAR-TO-DATE BY ROUTE
WRITTEN IN MACHINE LANGUAGE, NOT A SLOW DATABASE, WITH THE INPUT FROM OVER 20 OPERATORS TO DO WHAT OPERATORS WANT AND NEED
MACHINE HISTORY
ROTATION REPORT
SERVICE RECORDS ON ALL MACHINES
ALLSTAR MUSIC, INC.
3441 SOUTH PARK
SPRINGFIELD, IL 62704
217/523-1545 217/793-3350

Game Room
DIP•BOWLER
ALL ELECTRIC-
NO AIR NEEDED



Now one of America's popular midway games is ready for your Game Room.
Does not require an Air Compressor • Sits on any flat surface (no air hose underneath) • TOTAL Solid State Electronics • Also available in Multi-Player Units.
Has standard features of all our Dip-Bowler Games such as: easy pull-out drawer for access to Ticket Loading, Multi-Roll and Ticket Dispense options.
Write or phone now
1-800-245-2737
VARI-TECH
COMPANY
546 LEONARD, N.W., GRAND RAPIDS, MI 49504 • (616) 459-7281

TAX TIPS

By Jeffrey Rosenthal

IRS POWER CORRUPTS

Lojeski fights the IRS

Unchecked governmental power and authority will lead to tyranny. Very often tax professionals are called upon to analyze the words and actions of the Internal Revenue Service, Congress, and often state taxing bodies. I am now going to tell of two different, but recent events. The ancient proverb of Confucius that actions speak louder than words is very appropriate.

The first event is about Shirley Ann Lojeski. Lojeski had a Federal Tax lien issued against her money and her farm located in Pipersville, Pa. Her bank accounts were levied and seized by the IRS. So what, you say? Well, it turns out that Shirley did not owe the IRS anything nor did the IRS claim that Lojeski was indebted to them. So, it was an innocent mistake then, right?

It was worse than that. The tax was owed by Ms. Lojeski's boyfriend, Thomas L. Treadway with whom she resides. Court documents indicate that they are "companions and very best of friends." Treadway had been audited for his personal income tax returns for 1977, 1978, 1979, and 1980. IRS agent Boandl determined that Treadway owed an additional $157,561.75 tax liability which included penalties and interest.

Agent Boandl further determined that Treadway was attempting to place his property beyond the reach of the government, either through transfers or by dissipating it. Accordingly, since Agent Boandl believed that assets were being placed out of reach, he recommended that a jeopardy assessment be made against Thomas Treadway and the recommendations were approved by several highly placed superiors.

Agent Boandl also recommended that an identical assessment be made against Shirley Lojeski and it too was approved by the same superiors. Agent Boandl and his immediate superior Agent Rosenblum had apparently recommended to their superiors that the assessment be approved without informing the superiors that they intended to take collection action immediately against Shirley Lojeski.

Revenue Officer Jessup (assigned to collect on the lien) prepared and filed all the necessary documents. No notice was given to Lojeski of the proposed action, prior to the seizure of her assets,

Immediately after the seizure, Treadway filed an appeal with the Appeals Officer, John Percaccio. After conducting an administrative review, Percaccio determined that the assessment against Treadway was not reasonable and a letter was sent abating the assessment. Agents Boandl and Jessup attempted, without success, to have the decision of the Appeals Officer reversed.

Lojeski then filed suit claiming violations of her constitutional rights pursuant to the Fourth Amendment (unreasonable seizure of her property), the Fifth Amendment (deprivation of property without due process of law and that the agents acted against her because she was a woman). She sought compensatory and punitive damages in an amount in excess of $50,000 plus prejudgments interest, costs, and attorney's fees.

The U.S. District Court, Eastern District Pennsylvania, determined that the agents failed to demonstrate that they had reasonable grounds for belief that their actions were fully in accord with law and regulations; that the IRS regulations provide that extreme caution must be taken before the filing of a nominee lien (the lien against Lojeski); and that neither Boandl nor Jessup used any caution. The court ruled in favor of Lojeski.

The agents had so many arguments it is beyond belief. The agents claimed sovereign immunity (that they were acting in official capacities); qualified immunity (that they acted reasonably and in good faith); that the court lacked jurisdiction; that the claims made were insubstantial and frivolous; and that they did not act against Lojeski on the basis of her sex.

The court disagreed with all of the arguments except the last. The court entered a judgment of $250 per day that her assets were improperly seized--268 days which amounted to $67,000.

You may feel, as I do, that justice and equity were well served. However, on appeal the government won.

The Third U.S. Circuit Court of Appeals disagreed with the original ruling. The court, headed by Judge Stapleton, overturned the District Court's judgment. Essentially, the government argued successfully that Lojeski and her counsel should have been encyclopedias of the Internal Revenue Code and the U.S. Code and used little known sections in dealing with these wrongful acts administratively and by civil suit.

The Appellate Judges had agreed with the government arguments and further noted that the trial court has equated operating standards contained in the Internal Revenue Manual with constitutional standards of due process. They went on to say that Lojeski (remember

her, she is the one who got screwed) failed to show any detrimental reliance on the IRS manual provisions and failed to show that procedural due process rights were violated.

In a recent meeting discussing the W-4 form controversy, IRS Commissioner Gibbs said that a taxpayer who can't understand or comprehend the law/instructions cannot be expected to comply. Apparently, Gibbs and the District Court agree but the Appeals Court and the IRS disagree.

Clearly, Congress could not have meant for such violations to go unpunished, considering the Constitution and the Bill of Rights. I publicly challenge the 100th Congress to tighten the laws thereby making such violations costly to the individuals and the agencies they work for that propagate such violations.

The court's response paraphrased results down to oops! What a totally unacceptable response. The Appeals Court gave every benefit imaginable to the IRS and its agents. Try to imagine if the situation were reversed and you can see the government's authority and power.

Do as I say

The second event is a modification to Treasury Department Circular 230. This document sets the rules and regulations about practice before the Internal Revenue. Treasury Circular 230 has been intensely modified in recent years but the serious modifications began one year after New York City adopted local law 45. Treasury Circular 230 originally adopted all of the major provisions in Local Law 45. Now the government seeks to do administratively what they otherwise cannot due legislatively. That is, the government is seeking not only a higher standard of conduct from professionals over the general public, but also the apparent shift requiring tax professionals to practically audit tax returns prior to mailing to the government.

Under older rules, the tax professional would take the information provided by the taxpayer and interpolate it into the tax laws. Now the government wants tax professionals to verify documentation. Also under prior rules if the taxpayer wanted the tax professional to include a questionable deduction or exclude income, the professional merely had to counsel the taxpayer/client as to what was correct.

Now the IRS seeks to hold tax professionals responsible for all of the data which goes into tax returns. If you use one accountant for your business and another for personal, the tax professional for your personal return is just as liable for the accuracy of information used in the business return if the data also appears on the personal return. There has to be a point where being ridiculous must stop.

Unfortunately, the IRS is so preoccupied with the standards and conduct of paid tax professionals that they have failed to apply the same or similar rules to IRS employees. For that matter, they

WINNING CREATIONS, INC.

presents

The Most Dynamic and Innovative Concept For Cranes and Rotary Machines

CAPSULED JEWELRY AND MERCHANDISE

- Genuine Diamond Pendants
- Assorted Earrings
- Mens and Womens Rings
- Watches
- Lighters
- All Types of General Merchandise
- Leather Bound Boxes
- Exclusive Picture Frame Boxes

Much More in All Price Categories

This exclusive packaging eliminates taping down items in boxes and broken boxes. It will make your machines virtually attendant free.
Leather bound boxes and exclusive picture frame boxes also available.

Some Items May Vary

OUR BASIC TWO PACKAGE DEALS

PACKAGE #1
(Boxed Items)
C/Z Pendants, C/Z Earrings
Rings, Chains, Genuine Diamond
Items, Assorted Pendants

PACKAGE #2
(For Rotaries)
Includes some items in Package # 1
plus: Assorted Styles of Earrings,
Watches, Lighters, Pins, Necklaces,
Most Items in Capsules.

Call Toll Free **1-800-752-7011 or 401-944-9238**

Over 3 Generations in Jewelry Manufacturing

WINNING CREATIONS, INC., 624 Plainfield Street, Providence, RI 02909

"Do it right...Do it with jewelry...Do it with winning creations."
American Made

KIDS LOVE OUR EGGS

YOU WILL TOO!

Dispensing our popular and exciting toy-filled egg capsules is fun and profitable. Contact us for equipment and supplies.
Toll-Free: 1-800-EGG SHOP

INNOVATIVE INDUSTRIES, INCORPORATED
2605 Grand Ave. • Carthage, MO 64836

THE COMMUNIDYNE MODEL 3050

REVOLUTION!

REVOLUTIONARY PRICING!
CALL NOW FOR EXCITING DETAILS.

REVOLUTIONARY COIN MECH!
ALLOWS YOU TO CHOOSE AND CHANGE VEND PRICE IN SECONDS — 50¢, 75¢, $1.

REVOLUTIONARY OUT-OF-STOCK BAR!
NO COINS ACCEPTED WHEN OUT-OF-STOCK.

REVOLUTIONARY 144 PACK CAPACITY!
DISPENSES **ALL** STANDARD, SINGLE-PACKED CONDOMS — WRAPPED OR UNWRAPPED.

REVOLUTIONARY SECURITY!
THE STRONGEST GAUGE STEEL CABINET AVAILABLE — DOUBLE SECURITY BARS.

COIN BOX CAPACITY!
HOLDS OVER 600 QUARTERS.

GRAPHICS — UNINTIMIDATING!
PERFECT FOR WOMEN'S RESTROOMS.

DELIVERY — PROMPT!

COMDOM SUPPLY!
WE STOCK SINGLE PACKS FOR YOU.

CALL NOW! 312/498-2444
OR WRITE: Communidyne
P.O. BOX 146674 • CHICAGO, IL 60614

can't because the rules governing civil service employees actually *prohibit* full compliance. It's a classic case of do as I say, not as I do.

The system is unfairly balanced in the favor of the government. Not even Congress participated. The Treasury Department proposed regulations, and after a brief comment period, these proposals have the same impact as law. It might be compared with giving the criminals the keys to the jail. Higher professional standards is a noble cause which requires full and total cooperation from the government as well as the professional community. It is not fair for professionals to be required to meet these standards to deal with IRS staff which is not even complying to the same laws. It is most unfair to subject the general public to substandard professionals regardless of private or government.

The new IRS buzz word is due-diligence. The IRS imposes a requirement that paid professionals be factual in written and verbal advice. It's really a shame but the same standard does not apply to the IRS.

The events you have just read about are alarming. As a licensed professional, I am alarmed not only for my clients, but for me as well. I have often compared the power and authority of the IRS to that of the KGB of the Soviet Union. While I admit that this is an extreme comparison, I do believe that the IRS poses a larger threat to civil liberties than the FBI or CIA.

[Jeffrey Rosenthal, EA, is an operator, tax accountant, insurance agent. He can be reached by writing M&J Tax Service, Ltd., 1967 Bath Ave., Brooklyn, NY 11214, or calling (718) 232-0342.

NEW PRODUCTS

Black Tiger

Romstar debuts *Black Tiger* a one-or two-player horizontal conversion kit for upright and cocktail games.

In *Black Tiger* the player becomes a warrior who travels underground and in dungeons battling different dragons at the end of each scene. There are seven rounds of play and other complex villains to slay.

The warrior's weapons include three-directional knives as well as balls and chains. He has the ability to leap and jump and can gain stronger weapons by collecting coins (zennies) to be cashed-in for those weapons.

Each stage has three to four different wise men who give the warrior one of three opportunities: more time, zennies, or a choice of weapons to purchase with the zennies.

Black Tiger features two scenes in one. Players start in one scene and have the chance to go into the dungeon in that scene. For more complex play and to increase power, the dungeons have more keys and urns and bonus areas. The game is licensed from Capcom, USA.

For more information, or distributor referral, contact Romstar, Inc., 3043 Kashiwa St. Torrance, CA 90505, (213) 539-2744.

Heavy Metal Meltdown

Bally Midway introduces a pinball concert experience with its newest pinball, *Heavy Metal Meltdown.*

Players perform heavy metal guitar music with every shot and every target hit makes a different guitar tune or riff. The game features bright spotlights, the cheers of the crowd, and the drummer laying down a backbeat.

When the player pulls the plunger, the ball screams to the top and the stage is set for the pinball concert. Players can choose from mini-chain reactions or build the excitement to the ultimate five-ball multiball meltdown. Balls loaded into the power amplifier carry over from game to game and gives additional incentive for advanced players.

There are two additional flipper buttons for boosting the heavy metal sound. A new speaker with amplifiers stacked atop the backbox allows for maximum output. Spelling J-A-M on the top lanes advances the bonus multiplier from one to six times. Spotting H-E-A-V-Y or M-E-T-A-L lights the extra ball timer. Hitting one of the five flashing level targets activates the 100,000 bonus ramp.

For more information, or distributor referral, contact Bally Manufacturing Corp., 10601 W. Belmont Ave., Franklin Park, IL 60131; (312) 451-9200.

Sex Tester

SMS Manufacturing has combined an amusement game and a condom vending unit with *Sex Tester*, a merchandiser that can be displayed in public rather than being limited to restrooms.

Sex Tester is an amusing game that visually displays the player's sex quotient by lighting an appropriate message on an attractive backglass while playing one of 28 songs. At the completion of each game, a single boxed condom is quietly dispensed to the player.

The unit is 74 inches high x 25 1/4 inches wide x 21 1/2 inches deep and is suitable for a variety of locations. It provides an amusing way to vend a needed product.

Sex Tester also is available without a condom dispenser. It comes with a standard dual coin mechanism and can be adjusted to accept from one to eight coins per play.

For more information, or distributor referral, contact SMS Manufacturing Corp., 1000 Airport Road, Lakewood, NJ 08701, 800/221-0138. In New Jersey, (201) 370-3030.

High Speed Bonus

Kramer Manufacturing introduces *High Speed Bonus*, a video poker game with several special operating features including Super Bonus and Random Bonus.

With Super Bonus the player wins on any of four or five of a kind. The bonus increases right in front of the player on every new hand played. It's operator adjustable for upper and lower point values. The Random Bonus appears on every hand; the player just matches to win. It's operator adjustable on any low pair.

Other features include a bonus draw, auto draw, auto bet, raise feature, auto raise, fast or slow deal, full or half bet hi-lo. There are a wide range of difficulty settings that give the operator an opportunity to set each location and keep players challenged at all times.

High Speed Bonus can be set for quarter play or nickel play and is operator dip switch adjustable. Options include a 15 replay high score version, bill acceptor, ticket dispenser, and token dispenser.

For more information, or distributor referral, contact Kramer Manufacturing Co., Inc., 1100 Towbin Ave., Lakewood, NJ 08701; 800/631-2126 or (201) 367-7810.

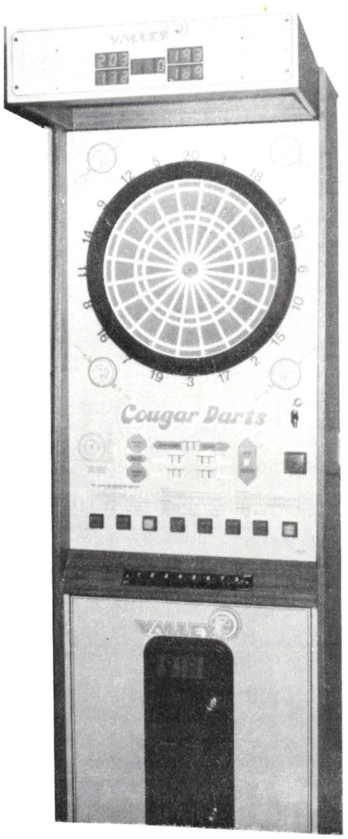
Four-Player Cricket

The Valley Co. has developed an exclusive four-player version of Cricket as an option for its new *Cougar Darts* and *Royal Dartes* in easy-to-install kit form for units already in the field.

In designing it's concept of the popular steel tip game, Valley has combined state-of-the-art technology with features that serious dart players have been requesting. One-to four-players can select conventional Cricket or the very popular challenging game of "Cut--Throat" Cricket in which players progress in closing out segments, and racking up points are illuminated in the high-in-tensity LED overhead display.

All this, plus Valley's exclusive double bull selector, adds up to genuine Cricket excitement.

For more information, or distributor referral, contact The Valley Co., P.O. Box 656, Bay City, MI 48707, 800/248-2837 or (517) 892-4536.



Elepunts

Advanced Custom Cabinetry introduces *Elepunts*, a circus wagon design merchandiser with a claw and paddle combination.

Success in playing *Elepunts* depends on the hand/eye skill of the player who uses a joystick control to direct the claw to pick up a prize, place it on the paddle, and using a lever, propel the prize into the prize chute.

The game features a revolutionary drive unit (steel rack and gear) that eliminates maintenance and down time. The operator-adjustable timer allows multiple attempts per play.

Dimensions are 78 inches high x 48 inches wide x 34 inches deep. The viewing area is all plexiglas and the cabinet is formica covered. Cage bars are solid brass. Prize capacity is over 200 seven-to 10-inch items.

Other features include dual coin mechanism, bill acceptor, separately keyed large metal coin box, and solid state control board. Game play options range from 25 cents to $1. There is a one-year guarantee on electrical and mechanical parts.

The company will custom build to suit customer specifications and colors for orders of five units or more.

For more information, contact Advanced Custom Cabinetry, Inc. 4349 Okeechobee Blvd., Suite E-6, West Palm Beach, FL 33409, (305) 686-6719.

Arena

Premier Technology launches another Gottlieb pinball with *Arena*, a game that combines the challenge of battle with the power and speed of pinball.

In *Arena*, the player uses the plunger as a skill shot to propel himself into the pit area to score Special, Extra-Ball, One Million Points, or Ramp Value; then enters the main *Arena* playfield.

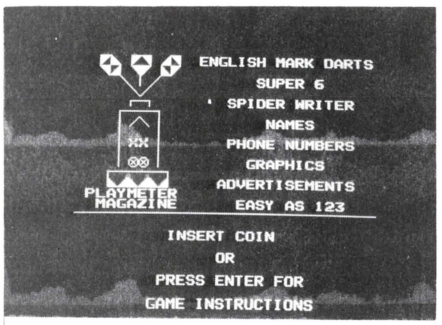
Players shoot through the spinner to complete the L-O-K lanes. Lock one ball, then two balls, and finally release for three-ball action. Making P-I-T lanes lights One Million in the pit.

Players knock down the Wall targets and with only seconds to spare battle with the Guard to light up extra ball in the pit.

Other features include a new flipper end of stroke switch and assembly, a lighted tube ramp, and a new LED strip.

For more information, or distributor referral, contact Premier Technology, 759 Industrial Drive, Bensenville, IL 60106, (312) 350-0400.

ONLY FOR THOSE WHO DARE TO ENTER THE
ARENA
Premier
Gottlieb
Enter the Exciting World of ARENA.
Gottlieb's® Newest Hit by Premier Technology® combines the Challenge of Battle with the Power and Speed of Pinball.
Premier® introduces another new concept—combining photographic Images and Pinball Art for a new, exciting backglass. The Innovative Music and Pulsating Sounds add to the excitement of the Challenge. ARENA® features also include a New Flipper end of stroke switch and assembly, a lighted Tube Ramp and a New LED strip.
Gottlieb®
The Premier® Name in Pinball.



Spider Writer

Arachnid introduces *Spider Writer*, a new feature of the *English Mark Darts Super 6* dart board, that allows operators to put custom messages with words, numbers, and graphics on each Super 6 game.

Messages may include advertising, promotion announcements, league information, and others displayed on the *Super 6* video monitor attract mode screen.

All *Super 6* boards produced after July 24 have *Spider Writer* as a standard feature. Earlier models can be updated by simply adding *Spider Writer*--switch one computer chip on the main board and it's done! Updates include the EPROM, instructions, pocket card, and message design pad (kit #00-6000-31).

With *Spider Writer* the dart head segments are used as a keyboard to type messages on the *Super 6* screen. The alphabet, numbers, and graphics are all clearly illustrated on a diagram with each new dart game or the kit.

For more information, or distributor referral, contact Arachnid, Inc., 6421 Material Ave., Rockford, IL 61132, (815) 654-0212.

Skill Power Plower

Hollywood Merchandisers debuts the *Skill Power Plower*, a merchandiser that features a tractor trailer rig that allows players to maneuver prizes up a ramp into a vending drop.

The *Skill Power Plower* comes equipped with standard features such as anodized aluminum corner extrusions (scratch resistant), durable high-quality tempered glass (scratch-resistant), hinged opening top section for easy access, and full one-year warranty on the drive mechanism and the control board.

The unit comes in upright style or the arcade design with domed top. Both versions have dual joystick control, a fully reachable display area, and attractive sound and light display. Operator adjustments include blade, ramp, speed, playing time, and coinage to accommodate a wide array of merchandise and locations.

Among the options are: rotating header marquis, self loading play area, bill acceptor, Hollywood flash package, and a play 'til win feature.

For more information, contact Hollywood Merchandisers at either the East Coast office, 714 Third St., Altoona, PA 16601, 800/537-7543; or the West Coast office, 8044 Lankershim Blvd., North Hollywood, CA 91605, 800/992-2274.

SPR1 Spacepod

Ride Dynamics introduces a new flight simulator ride for the young set with *SPR1 Spacepod* from Bolwell of Australia.

Solar cells are used to augment four D-cell batteries that power the external and internal lights and sound of the ride. The unique concentric rotating movement is very robust. Controlled through a mechanical coin acceptor, the *SPR1 Spacepod* requires minimal maintenance. Acceptor blockages are rare and even liquids poured through the coin slot cannot render the ride inoperable.

These rides do not require an external power source and can be positioned either indoors or outdoors for maximum advantage in any location.

Each ride in the line has a full 12 month/50,000 ride structural and mechanical warranty. Other rides include the space theme *Starfighter* and *Skyhawk Raider*, and the helicopter ride *Turbo-chopper*.

For more information, contact Ride Dynamics, Inc., 315 E. Eisenhower Parkway, Ann Arbor, MI 48104, (313) 769-0172.

Pub Time Wall Mount and VIP

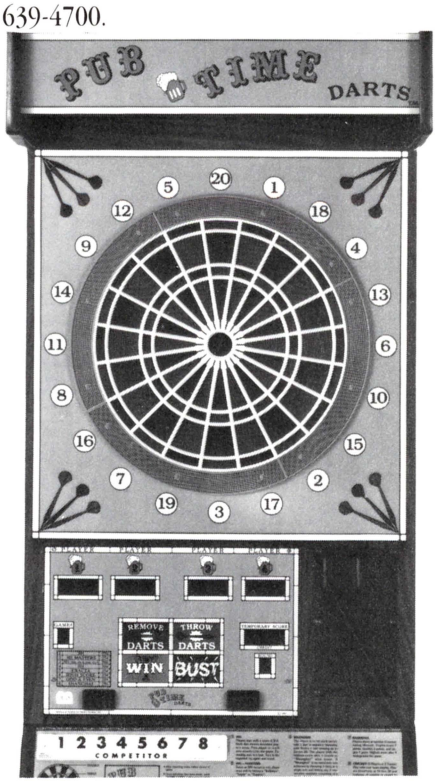
Merit Industries adds to its line of electronic dart games with a *Pub Time Wall Mount* in standard and deluxe models and offers *VIP*, a remote video monitor display.

The new wall mount units save space and come with a standard mounting bracket. Of particular interest is the front door servicing capability and built-in cash box.

Player-preferred features include double bullseye cricket, dart catch ring, and all eight popular dart games on both the deluxe and standard models.

The *VIP* is a video interface processor unit that allows for remote TV display hookup for tournament and spectator enjoyment. Just connect a cable from the game to any TV. An easy-to-use keyboard facilitates programming of custom messages, advertisements, and tournament announcements. *VIP* can be used as a video billboard unit or as a display for games in progress.

For more information, or distributor referral, contact Merit Industries, P.O. Box 5004, 2525 State Road, Bensalem, PA 19020; 800/523-2760 or (215) 639-4700.



1943

Capcom USA debuts a dedicated war zone combat video, *1943*, that is a two-player game with buy-in feature.

The player boards his aircraft, P-38 Lightning, and undertakes a mission to destroy targets in 16 stages of combat before eliminating the largest battleship afloat, the Yamato.

Each stage requires that more than 70 percent of the turret targets be destroyed. Some scenes are aerial fights and some involve battleships. Action is reminiscent of battle scenes from WWII, especially the famous Battle of Midway.

Power-up items include a shotgun, a gun that shoots in three directions, a rapid fire gun that shoots eight times, super shells that have double powered bullets, and an energy tank for recovering lost energy. Regular Capcom players will recognize the Yashichi mark in some scenes. If players can get that mark they can recover maximum energy.

For more information, or distributor referral, contact Capcom, USA, 1283-C Mountain View/Alviso Road, Sunnyvale, CA 94089, (408) 745-7081.

The Protectors

LJP Enterprises announces the availability of its *Model 2010 Series 2* vending unit that holds both condoms and tampons, making it appropriate for women's restrooms.

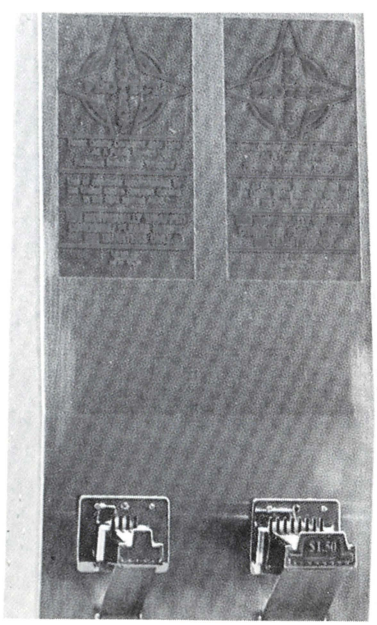
This model is an addition to LJP's line of condom and tampon dispensing machines. The condom side of the dual unit has a coin mechanism that converts from 25 cents to $2 and holds 88 items. The tampon side has a coin mechanism that converts from 25 cents to $1 and holds 30 items. Price decals are provided. Both the dual model and single condom models are designed to dispense three individually wrapped condoms.

All LJP personal hygiene vend units have brushed stainless steel door, all aluminum body with six stainless steel support beams, and heavy gauge construction. The units are lightweight and easily installed.

Recommended locations include bars, colleges, tourist areas, Armed Forces bases, hotel vending areas, and twenty-four hour stores that may not sell the products over the shelf.

Quantity discounts are available and distributor inquiries invited. Condoms and tampons may be ordered from LJP.

For more information, contact LJP Enterprises, Inc., P.O. Box 153, Vail, Colorado, 81658, 800/443-5358; in Colorado (303) 476-6678.



Desk Top Phone

North American Bell Telephone Co. introduces the *Model CP820*, a desk top pay telephone for the business owner who may be experiencing employee or customer abuse of the company telephone bill.

The contemporary style phone allows the owner to charge users to make local and long distance coin calls, allows or denies calls to the operator, and provides for coin-free emergency calls to 911.

Authorized users can program a private four-digit number to make calls without depositing a coin. In addition, outgoing calls can be timed for three to ten minutes or left untimed.

The *Model CP820* comes with a digital read out that provides a visual display showing the number dialed, charge for the call, length of call, and time of day. It is compatible with rotary or touch tone dialing and has a locked coinbox that holds up to $75 in coins. It plugs into a normal modular jack.

The company also has started production on a security lock-down device that bolts the phone in place to avoid theft and raises the coinbox capacity.

For more information, contact North American Bell Telephone Co., 3842 W. Eleven Mile Road, Berkley, MI 48072; (313) 543-1666.

Protection Plus

Atec Manufacturing offers the *Protection Plus* condom vending units that feature built-in product display windows and double column capacity to hold 288 items.

Protection Plus units come in soft gray or pink for placement in a variety of locations. The coin mechanism is adjustable from 25 cents to $1. The machines have a slim, modern design and are constructed of 16 gauge steel. The double locking patented system eliminates the need for padlocks. Cash boxes have a large capacity.

Machine dimensions are 31 inches high x 11 3/4 inches wide x 3 3/4 inches deep. The edges are rounded for a smooth look and an added safety feature, the hinged door makes service easy, and columns remove quickly for refilling.

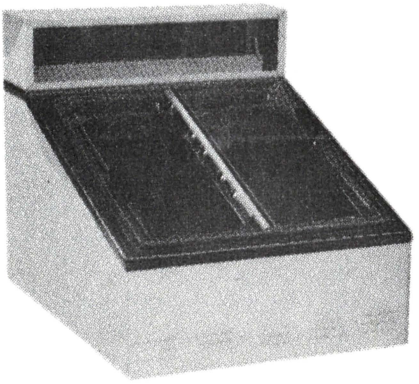
The unique product display window allows introduction of new products and lets buyers see what they are purchasing.

For more information, contact Atec Manufacturing, 3926 E. Viking Road, Las Vegas, NV 89121, (702) 435-5456.

TRADE ACCESSORIES

COLD CARTS

Classicarts introduces a new line of cold mobile vending carts for dispensing frozen novelties.



Engineered for maximum efficiency and ease of operation, the carts feature standard light-weight aluminum exteriors and durable stainless steel interiors, available in dry ice or constant cold compressor units to fit any need. There are several models including a counter top.

All Classicarts are custom manufactured in the USA and shipped fully assembled. Lease financing is available.

For more information, write Classicarts, P. O. Box 4186, Allentown, PA 18105; or call 1-800/874-1114 ext. 24.

25-INCH TOUCH SCREEN

MicroTouch Systems, Inc. announces its new touch screen for 25-inch diagonal displays. The new model *MTS-2500*, an analog capacitive touch

screen, is the largest touch screen made, having a diagonal measurement of over 27 inches.

The touch panel has a resolution of up to 1,024 touch points on each axis and brings touch screen input to a range of new applications using large screen displays.

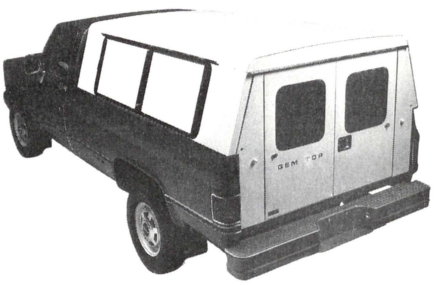
The company also provides a range of standard touch screen sizes as small as nine inches and including 12, 13, 14, 15, and 19 inch screens, as well as numerous flat screens, to service a broad cross--section of commercial and industrial markets.

Constructed of solid glass with a resistive coating bonded to its surface, the MicroTouch screens offer durability, optical clarity, and high resolution. Due to its glass surface, this screen is virtually impervious to damage under normal conditions and will not distort the display image.

For more information, write Marketing Communications Manager, MicroTouch Systems, Inc., 10 State Street, Woburn, MA 01801; or call (617) 935-0080.

GEM TOP BROCHURES

Gem Top offers brochures of its steel Gem Top RV and commercial units high gloss smooth and textured Navajo and Poly Top (both made of Rovel), and Pac Lite, aluminum top.



Seven new postcards show the company's product line on all major-line pickups.

For more information, or product brochures, write Judy Fuglestad, Gem Top, 8811 S.E. Herbert Ct., Clackamas, Or. 97015 or call (503) 659-3733.

LOCK DOWN DEVICE

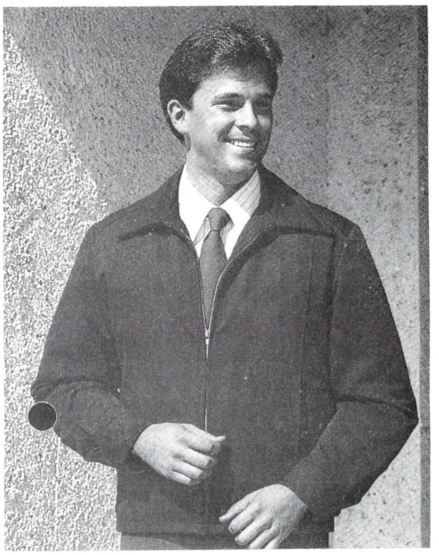
Multi Tech Communication is marketing the *Lock Down Device* that enables the private operator to attach his or her desk top phone securely to the counter or the wall.

The *Lock Down Device* comes complete with an instruction card and phone decals. It allows the placement of a formerly vulnerable product in many locations once prohibited by the ease of theft. The device mounts securely in place and is compatible with all current desk top phones.

For more information, write Multi Tech Communications, 18425 James Couzens, Detroit, MI 48235, or call (313) 342-7737.

UNIFORMS

Riverside offers a wide variety of durable uniforms that includes jackets and trousers, work shirts and



coveralls, also cord and western wear.

Select from 100 percent cotton, 100 percent polyester, dacron, rayon or dacron/polyester/cotton perma press combinations. Available colors include charcoal gray, light blue and royal blue, dark green and brown. Many items come in short, regular or long, even sizes only.

For more information on uniforms for route personnel, call Riverside 1-800/648-1156 in western states or 1-800/841-8677 in eastern states.

CLASSIFIED

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or Master Card. Deadline is one month before you want the ad placed(August ad must be in by July 1). Send ad orders and payment to : PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Jim Miller (504)488-7003.

EPROM SPECIAL!

27256	3.00
27128	2.00
2764	1.40
2732	1.40
2716	1.25
2708	1.25
2532	2.75
8749H	4.50

RAM

4164-15	.50
41256-15	1.40
6116	.70
6264	1.50

All Parts pulled under strict ESD environment and guaranteed. Minimum 100 piece order.

MICRO-C CORP.
Woody Johnson
619/279-4965

SMS VIDEO POKERS
Excellent Condition
Marlin Amusement
58 Jay Street
Rochester, NY 14608
716/232-4365

CASH PAID FOR
GAMES
Alan L. Deutschmann
St. Louis, MO
(314)227-0970
(314)644-9905

TECHNICIAN WANTED

Tired of the RAT RACE ?

Relocate to beautiful Vermont. Experience in Video & Vending a must. Medium-sized growing company needs a take charge person.

Send resume to:
EVERGREEN
P.O. BOX 875
WAITESFIELD, VT 05673
Lovely House Available!

Our company will purchase game rooms or arcades for cash. Also interested in resort-tourist or other high traffic locations. Our credentials include fifty-five years in the game business. Please call or write to:

CARL SCHMITT
1405 W. Diversey Blvd.
Chicago, IL 60614

Telephone:
312-281-8211

WE HAVE ARRIVED ALIVE IN FLORIDA

NOW WE HAVE FOUR OFFICES TO SERVE OUR CUSTOMERS!

We represent the BEST in coin-operated games & music, and we back our sales with customer support & service. Why deal with a corporation, when you can deal with your friends at Kane? We STILL value customers, and we know the difference that the personal touch makes. Supplies, service, and sales, are our business! Give us a chance to prove our worth, you will SAVE money in the process ...

2301 Hardy St. **Hattiesburg, MS** **39401** **601/582-4851**	**2745 Lexington Ave.** **Kenner, LA 70062** **504/466-6810**	**5420-C Pioneer Ind. Park** **Tampa, FL 33603** **813/885-7950** **800/248-1213(in FL)**	**5024 Hwy 80 East** **Jackson, MS 39208** **601/932-6877**

KANE AMUSEMENT DISTRIBUTORS

THE OPERATOR'S best friend !

We want equipment.

Buying used equipment of all kinds. Videos, pinballs, pool tables, jukeboxes or any arcade type equipment - changers, coin counters, etc. Quantities preferred. Contact us before you sell.

JOHN KAUFMAN
502-587-0810

WANTED

Atari 720 Skateboard
Atari Super Sprint
10′ Philadelphia Toboggan Skeeballs
Rowe MC-35 one-in-five changer with double stacker
Spy Hunter II
Hang On
Enduro Racer
Hat Trick
Give Me A break
Super Sprint
Pole II
Championship Sprint
Out Run
Pin Bot
Speed Buggy

FOR SALE

REDEMPTION	
(2 pl) Whac-a-mole	$ 1750
(3 pl) Whac-a-mole	2150
13′ Model H Philadelphia Skeeball with ticket dispenser	1250
Treasure Island (like new)	5200
Kramer Dozer(special)	Call
VIDEO	
Trojan	$ 595
Enduro Wheelie	2995
Tag Team	350
Express Raider	395
Iron Horse	395
PINS	
Raven	$ 1150
Space Shuttle	925
Scorcerer	895
Road King	1450
Special Forces	1495

M & P AMUSEMENT
658 West Market St.
York, PA 17405
717-848-1846

KIDDIERIDES

BUY KIDDIERIDES FOR ½ PRICE!!

WE HAVE THE LARGEST SELECTION OF KIDDIERIDES THAT WERE MADE AND/OR SOLD BY:

Northland Engineering	Bally	All Tec	United Tool
North American Amusement	E.M.T.	Bafco	Newborough
Amusement Technology	A.T.M.	Utec	Miracle
Kiddierides U.S.A.	M.K.C.	Brooks	Carousel
Quality Design	Jiffy	Rondina	Whittaker
Fantasy/Waite	O.K.F.	Continental	Zamperla
Paul Hawkins			

. . . plus many, many more

MOST EVERY BRAND, MAKE, MODEL / YOU NAME IT — CHANCES ARE WE'VE GOT IT.

WE BUY • SELL • TRADE / USED • REBUILT • NEW

WE'RE THE INNOVATORS

THE KIDDIERIDE EXCHANGE INC.
AMERICA'S 1st MAJOR WHOLESALER

1203 - 5th Avenue
Rock Island, IL 61201
(309) 788-0135

PHOTO MACHINES

WE BUY AND SELL

CHEMICALS, FILM, PARTS
BEST PRICES GUARANTEED
OVER NIGHT SERVICE IS YOURS WHEN NEEDED !
...here today, there tomorrow

ED HANNA
P.O. Box 4568
Ithaca, N.Y.
14850

Telephone:
607/257-3333
607/257-3334

Established 1951

FOR SALE

S R 2
Excellent Condition
Many Extras
518/274-2711
CALL LOU
N O W !

WALL GAMES ARE BACK !

Gremlin Engineering
619/457-1994

IF I LET YOU WIN WILL YOU GIVE ME A QUARTER FOR MS. PAC MAN ?

PSYCHO SOLDIER BUYOUT

The Game Exchange—the leader in factory buyouts—now brings you a great 2 player cooperative action game from SNK Corporation of America.

Horizontal Game Kit

Originally Sold for $995.

- From the company that created Ikari Warriors, Victory Road and Bermuda Triangle
- 1 or 2 player cooperative action
- Psycho Soldier is a complete factory kit, including a monitor cover, and comes with a 30 day warranty.

Our Price only $595

✆ Order your Psycho Soldier kit toll free 1-800-848-0110.
(Quantity discounts available.)

The Game Exchange

1590 ALUM CREEK DRIVE • P.O. BOX 09598 • COLUMBUS, OHIO 43209-0598 • (614) 258-2933

OUTSIDE OHIO
1-800-848-0110

CALL TOLL FREE

IN OHIO
1-800-848-1514

SEPTEMBER 1987

3 BIG AUCTIONS

U.S. Amusement Auction Co. proudly announces its early Fall 1987 line-up of auctions. Please read this magazine each month for additional sales. For consigning games please notify us as soon as possible for the auction you want.

250 GAMES
* * *
SEPTEMBER 19
SATURDAY
12 NOON
* * *
250 GAMES

Indianapolis, IN area, American Heritage Park, A-V Distributors, McCordsvilie, IN (317) 335-3113.

Location-7 miles east of Indianapolis off I-465 on Pendleton Pike Exit (Hwy 67).

Phone September 18 & 19 for ROM cellular calling, outside Indianapolis 1-317-432-7626 re-order tone, dial (502) 551-1866.

In Indianapolis 432-7626 re-order, dial (502)551-1866.

350 GAMES
* * *
OCTOBER 3
SATURDAY
12 NOON
* * *
350 GAMES

Columbus, OH State Fairgrounds D.Salle Arts & Crafts Bldg. (614) 299-2301.

Location-Exit I-71 at 17th Avenue.

Phone October 2 & 3 (614) 299-2301 for ROM cellular calling outside Columbus 1-614-271-7626 re-order tone, dial (502) 551-1866.

In Columbus dial 271-7626, re-order tone, dial (502) 551-1866.

300 GAMES
* * *
OCTOBER 17
SATURDAY
12 NOON
* * *
300 GAMES

Indianapolis, IN State Fairgrounds Farm Bureau Bldg. (317) 927-7556.

Location 38th St.

Phone October 16 & 17 (317) 927-7556 for ROM cellular calling. Outside Indianapolis 1-317-432-7626 re-order tone, dial (502) 551-1866.

In Indianapolis dial 432-7626 re-order tone, dial (502) 551-1866

COMING DEC 5
Columbus, OH DeSalle Arts & Crafts Bldg., State Fairground

THESE AUCTIONS WILL INCLUDE
videos, pinballs, pool tables, and dollar bill changers.

AUCTIONEER: BILL HUGHES
REGIONAL MANAGER: RIC STEPHAN
2415 W. Amherst
Bloomington, In 47401
812/332-0568

ATTENTION OPERATORS:
If you can't get your surplus equipment to our auctions, then let us know the condition and price so we can get them on our computer listing as we have numerous buyers across the country needing equipment.

BIG TOP CRANE

RELIABILITY - DURABILITY
The most reliable crane on the market today.
Can TALK and PLAY MUSIC !

We offer :

. *Solid State* design with no mechanical relays to break down.
. Microprocessor driven circuits programmed with intelligent diagnostics.
. Available in Joystick or Button Modes
. Dip switch options to emulate any crane on the market.
. Credits & play timer shown on panel with bright red LED DISPLAY !
. Time of play, sound, claw strength & speed fully adjustable.
. An accurate COIN COUNTER & PLUSH COUNTER.
. Two coin acceptors.
. Optional Dollar Bill acceptor, TICKET and or GUMBALL dispenser.
. A custom designed & improved Belgium design cradle.
. Joystick height accessible to small children.
. A large plush area.
. Stylish cabinet with eye-appealing graphics.
. Tempered Glass Front.
. AMERICAN MADE.
. ECONOMICALLY PRICED.
. A THREE MONTH WARRANTY.
. AVAILABLE NOW ! ! !

ALSO AVAILABLE !

THE *ONLY* CONVERSION KIT FOR CRANES ON THE MARKET TODAY !
COMPLETE KIT INCLUDES:
. All Cradle & Claw mechanisms to retrofit most standard crane cabinets.
. P.C. Board (6″ x 9″).
. Sound Board (6″ x 7″).
. Digital display board for time & credits.
. All harnesses included.
. Coin & Plush counter included.
. Switching Power Supply with +5,-5,+12 volts.
. Transformer.
OPTIONAL EQUIPMENT :
. Dollar Bill acceptor.
. Ticket & Gumball Dispenser.

PARTS PARTS

Call us for your replacement part needs.

Distributed By

Dynasoft
1919 E. 20th St.
Joplin, MO 64804

417/485-2800

MAKE YOUR BUTTON CRANE OPERATE LIKE A JOYSTICK MODEL OR BUILD YOUR OWN CRANE !

FOR SALE

VIDEOS (GUARANTEED!)

Out Run	$ 3090
Speed Buggy	$ 2140
Pole Position (sitdown)	$ 1420
Spy Hunter	$ 1230
Pole Position II	$ 1230
Rush 'N Attack	$ 795
Vs. Golf	$ 755
Excitebike	$ 755
Birdie King II	$ 690
Ms. Pac-Man	$ 565
Millipede	$ 499
Jungle Hunt	$ 470

PINBALLS (SHOPPED)

F-14	$ 2275
High Speed	$ 1895
Grand Lizard	$ 1610
Road Kings	$ 1610
Sorcerer	$ 1135
Andromeda	$ 945
Cybernaut	$ 945
Kings of Steel	$ 945
Eight Ball Deluxe	$ 945
Speak Easy	$ 710
Goldball	$ 660
Mr. & Mrs. Pac-Man	$ 565
Baby Pac-Man	$ 555
X's & O's	$ 435

BAR TOPS (EXTRA CLEAN!)

Arkanoid	$ 1230
Grayhound Trivia	$ 940
Tic-Tac-Trivia	$ 850
Fax Trivia	$ 470

MISCELLANEOUS

Satco Coin Separator	$ 965
Pennant Fever	$ 850
Zeke's Peak	$ 405

PLUSH ASSORTMENTS

Hand-picked by professional "flashers." Immediate Ship!

A.L.D. SERVICES, INC.
A Professional Distributor of Coin-Operated Equipment
ALAN L. DEUTSCHMANN, Owner
574 Highland Ridge
St. Louis, Missouri 63011

314/227-0970
314/644-9905

QUALITY HARNESSES
For Video Games And
MONITOR BOARD
Repairs

Game Harnesses $15.00 and up.
Two(2) to five(5) day Delivery.
Price quotes for special harnesses on request.
VOLUME DISCOUNTS
Wells Gardner 13K/19K and
Electrohome G07 Monitor Boards Repaired
Write or Call
LOUISE'S HARNESS SHOP
Rt. 3 Box 72
Prattville, AL 36067
205/365-1841

TREASURE ISLAND
ROTARIES
Brand New
Call UAI
New Jersey, Inc.
201/681-8900

THE FIRST
Game Alarm Systems
that work!

Total Security Game Alarm Systems
Designed, built and tested (for 4 years) by a GAME ROUTE OPERATOR!

PROVIDES COMPLETE MONEY PROTECTION AND IS EASY TO INSTALL, USE AND MAINTAIN

This system uses battery-operated radio transmitters and receivers eliminating the need for any outside wires or connections. YOU, the operator, are in total control of YOUR alarm system.

Features:

- Stops break-ins
- Stops vandalism
- Easily affordable
- System self-tests
- Automatically rearms
- Quick and easy to install
- Very low maintenance
- Expandable to protect unlimited number of games

Price For Small Locations
Complete TOTAL SECURITY SYSTEM ONE Game Alarm (with one game unit)
$495.00
Additional Game Units – 49.95

Price For Large Locations
Complete TOTAL SECURITY SYSTEM TWO Game Alarm (with one game unit)
$595.00
Additional Game Units – 49.95

B&R AMUSEMENT

2901 N.E. 178th
P.O. Box 55010
Seattle, Washington 98155
(206) 625-9233

TLX 329473 (BURGESS SEA) ATT: BRA952
FAX 206-633-4317 ATT: BRA952

COMPUTER SOFTWARE

FOR THE GAME ROUTE OPERATOR
GAME ROUTE MANAGEMENT SYSTEM
Takes the guesswork
out of your day-to-day operation

INCREASED PROFITS
THROUGH INCREASED KNOWLEDGE
***Know where your machines are**
and where they've been.
***Identify non-profitable machines**
and locations
***Print Collection Sheets**
***Super Easy Revenue Entry**
***Print 1099's with just a few keystrokes**
***Numerous Reports and Listings Available**
AND MUCH MORE!
Free Brochure Available $995.00

POOL AND DART LEAGUE
MANAGEMENT SYSTEMS
with Automatic Schedulers
TURN HOURS OF WORK INTO MINUTES!
***Super Easy Score Entry**
***Tracks Team and Player Achievements**
***Simplifies Awarding Trophys and Prizes**
***Tracks Team Financial Information**
***Numerous Reports and Listings Available**
$395.00 each
30 Day Money Back Guarantee
Multi-Package Discounts
for IBM PC, AT and compatibles

WRITE OR CALL:
NORM DRYE
E-Soft Systems
1276 Red Pine Circle
Baxter, MINN 56401
218/829-4743

PLAY METER CLASSIFIED ADVERTISING

PLAY METER'S classified ads are sold by the column inch ($30 per column inch with a 1 inch minimum). Prepayment must accompany ad. You may pay by check, money order, Visa or MasterCard. Deadline is one month before you want the ad placed(August ad must be in by July 1). Send ad orders and payment to : PLAY METER Magazine, P.O. Box 24970, New Orleans, LA 70184. For more information, contact Jim Miller (504)488-7003.

Write in or attach ad copy

_____

_____

_____

_____

_____

_____

Company Name _____

Name _____

Address _____ Phone _____

City _____ State ____ Zip _____ Total Enclosed $_____

Visa Acct. No. _____ Expiration Date: _____

Master Card Acct. No. _____ No. of issues _____

Authorized Signature _____

WANTED: Dead or Alive
USED P.C. BOARDS!

7 Amp Power Supply . . . $29.95

11 Amp Power Supply . . . 35.95
(6-month warranty on power supplies)

Edge Connectors (36-44-56) 2.99

We stock a huge quantity of

PARTS & CONVERSION SUPPLIES

- Call For Further Information -

ANSCOT

14253 West 11 Mile Road • Oak Park, MI 48237

Toll-Free: 1-800-826-7268
IN MICHIGAN: (313) 542-5530

The Jug™

GROSS $100 PER WEEK !

Player attempts to drop a quarter into a highball glass in "**The Jug**" to win a free drink. The only one on the market that grosses more per week than you paid for it !!!

1-800-327-6919

504-246-0419

VIDEO CONNECTION

ALL FULL FACTORY KITS

Ikari Warriors (Top earning kit!)	FINAL CLOSE OUT CALL
Rastan (Conan the Barbarian, Laser-like graphics)	$ 995
VS Unisystem(With Super Mario Brs.,fast kit for Donkey Kong)	$ 895
Capcom Avengers (2-player simultaneous street fight action)	$ 795
World Series (Best Baseball game ever)	$ 695
Legendary Wings (2 player Galaga style space blaster)	$ 650
Romstar Side Arms(2 player simultaneous space blaster)	$ 650
Double Dribble (Realistic Basketball Action)	$ 650
RING KING II (2-player realistic boxing action)	$ 650
Ghosts & Goblins (Capcoms finest!, long term earner)	$ 595
Psycho Soldier(2 player simultaneous, incredible graphics)	$ 575
Dangar (UFO Robots of the Future)	$ 550
Taito Alcon (classic space shoot'm up)	$ 550
Break Thru (Top Commando driving adventure)	$ 550
LSA Squad (WWII realistic combat action)	$ 550
Terra Cresta(Galaga-like,super long term earning power)	$ 495
Romstar Tokio (1942 style bi-plane flying circus)	$ 475
Mat Mania (Top Wrestling Game Ever)	$ 450
Kung Fu Master (The ultimate karate kit !)	$ 450
Rush N Attack (Realistic Combat Action)	$ 395
Mission 660 (Best aspects of Galaga, Megazone, & Xedious)	$ 395
Commando (WWII realistic combat action)	$ 395
Karate Champ (Proven 2 Player, Winner!)	$ 395
Trivia (Close out - Grayhound or Status)	$ 350
Merit Trivia Whiz II (Top trivia game today!)	$ 350
Yie AR Kung Fu (Best Karate kit ever!)	$ 350
Kicker (Kung Fu Action)	$ 295
Junior Pac Man(Fast Kit for Super Pac Man)	$ 295
Do Run Run (The Best of Mr. Do!)	$ 199
Nintendo VS Sky Kid (2-player airplane software)	$ 199
VS Gumshow, Duckhunt, or Hogans (w/new gun)	$ 199
Tag Team Wrestling (Original Wrestling Kit)	$ 199
Driving Force (Fast kit for Pac Man!)	$ 195
Music Trivia (Name that tune!)	$ 150
VS Ice Climber (2-player simultaneous software)	$ 150
Super Don Quixote (Laser for Dragon's Lair)	$ 150
Nintendo VS Tennis, Baseball, or Soccer	$ 99
Mr. Do or Mr. Do's Castle (complete factory kit)	$ 99

WANTED: Section Z PC Boards ..... CASH
FREE: Trojan, Gunsmoke, Super Mario Bros. UPDATE KIT or NEW EGGS KIT with the purchase of any 2 kits.

Buy, Sell or Trade

CALL OR WRITE FOR FREE CONVERSION KIT NEWSLETTER

(over 100 kits listed)

VIDEO CONNECTION

Se Habla Espanol, Pregunte Por Yliana

916/678-5189

USED KIDDIE RIDE NEEDS

Increase your income
by selling or trading
your old rides for
new or rebuilt rides.

REPLACEMENT FIBERGLASS PARTS

Custom saddles, motorcycle parts,
base covers, carousel horses.
Used National boxes--cheap.
Security covers, pins, & round locks,
odds & ends of used rides.

"Repair that ride from our junk parts"

KIDDIE AMUSEMENTS, INC.
P.O. Box 939, Florence, MS 39073

1-800/647-6460 **601/845-7501**

DARTS

ARACHNID MODEL 5000
Beautiful Condition
Street Ready

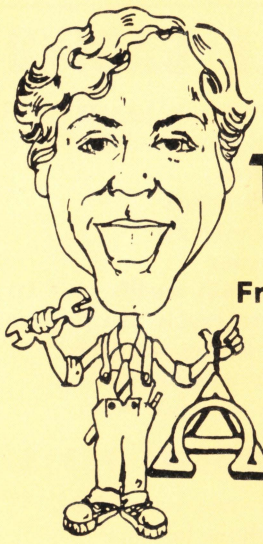
$795

USED Seeburg Consolettes
Lots of 15
$395

Seeburg
Black & Gray
Boxes

JIM STANSFIELD VENDING
LaCrosse, Wisconsin
608/782-7181

FOR AMUSEMENT GAMES & EQUIPMENT



Call
The 'Expert'

Frank "The Crank" Seninsky
President

Alpha Omega
Amusements & Sales

USED VIDEOS & PINS

Rampage	1595	Danger Zone	2495
Fire Trap UR	795	Chop-lifter	695
Out Run	2995	Enduro Racer	1995
Hollywood Heat	1295	Gauntlet	1295
Genesis Pin	1195	Ghost & Goblins	995
Arkanoid	795	Life Force	895
Hang On(sit-down)	2995	Max RPM	1595
Victory Road	1495	Mania Challenge	995
Power Drive	1595	Side Arms	995
Double Dribble	895	Hang-On	1795
Alpha Mission	695	Ikari Warriors	1595
Commando	795	Karnor	1695
World Series	1195	Lock-On	2495
Gladiator	695	Rolling Thunder	1995
Strange Science	1395	Rygar	895
Contra	1695	Renegade	995
Avenger	995	Sky Shark	995
		Terra Cresta	795

A LARGE SELECTION OF GAMES AND KITS
CALL FOR A COMPLETE LISTING

FOR COMPLETE SALES LIST CALL
Marty or Frank
6 Sutton Place
Edison, NJ 08817 (201) 287-4990

BOARD REPAIR
FAST
Latest Test Equipment!
CHEAP
Lowest Labor Rates!

MERCHANDISE EQUIPMENT

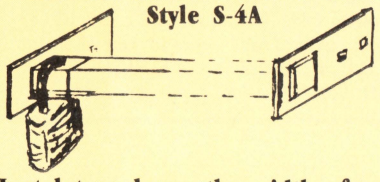
Bear Claw Crane	Big Choice Cranes (sngl/dbl/trpl)
Diamond Mine Rotary	Smart Clean Sweep Cranes
Spin-Out Rotary	Top Choice Crane (large claw)
Fantasy Island Rotary	Smart Shoot-To-Win basketball
Silver Ski(special)	

Serving The Amusement Industry Since 1969

THE GORILLA STOPPER!

FOR CRANE OPERATORS
STOP CRANE ABUSE !
Fasten your crane to wall or floor
Style S-4B

AND
SECURE CASH BOXES ALSO
Goes all across front of crane
Style S-4A



Just let us know the width of your crane
ORDER NOW !
Phone 919/527-8241
A-1 PRODUCTS
333 N. Queen St.
Kinston, NC 28501
"IN SECURITY BARS WE TRUST"

BOARD REPAIR

WE CAN FIX ANY TYPE OF P.C.B.

We specialize in pokers!

Reasonable rates —

1-800-826-7268 or,
Mich. (313)542-5530

REPAIR COURSES ON VIDEOTAPE

For video games & pinballs. All courses $29.95 each. Save money! Repair your own games on location! Fix the easy ones; carry the hard to fix ones back to town for repairs. These television classroom videotapes are designed to teach the person with little or no knowledge of electronics how to make a good repair & fix some of the more common problems likely to be found in a game which has stopped working. These are not courses in electronics, but explain how to recognize easy to repair problems & how to make a professional looking high reliability repair.

Video game monitor repairs and adjustments $29.95
Video game repairs 29.95
Pinball repairs 29.95
The best money-making techniques I know 29.95
How to use a volt-meter 29.95
How to use an oscilloscope 29.95
How to use a logic probe and logic pulser 29.95
How to solder like a pro 29.95

Send payment with order or add $2.00 for C.O.D.: VIDEO REPAIR SCHOOL
P.O. Box 121 - Glen, Mississippi 38846

State Show? Distributor Meeting? Tournament?

We want to hear about it. Send your photos and a report on the event.
Play Meter Magazine, P.O. Box 24970, New Orleans, LA 70184
(504)488-7003

BOARD REPAIR

WE CAN FIX ANY TYPE OF P.C.B.

We specialize in pokers!

Reasonable rates —

1-800-826-7268 or, Mich. (313)542-5530

LITTLE CASINO

SERVICE AND REPAIR
* **Digital Controls**
* **Merit**
* **US Games**
* **Greyhound**
* **Status**

Video Services will modify your LC-1 CPU Board to enable you to have Horse Racing and Slots
24-Hour turnaround time on most repair work

LITTLE CASINO PARTS

countercade conversions
updates for LC-II
NEW & USED GAMES

Video Services
1579 Harbins Rd.
Norcross, GA 30093
404/925-8337

CRANE MERCHANDISE ASSORTMENT

HAND-PICKED BY PROFESSIONAL "FLASHERS"

Raise your crane revenue... now!

Immediate shipping! $89 pack per claw (suggested)

A.L.D. Services, Inc.
574 Highland Ridge
St. Louis, MO 63011

Call 24-Hours:
Alan L. Deutschmann
(314) 227-0970 (314) 644-9905

VISA & MASTERCARD ACCEPTED

ATARI®
GAMES

APB™

ALL-POINTS BULLETIN

. . . playing cops and robbers has never been this fun before!

High speed chases, dangerous arrests and shoot-outs are brought to life with a touch of humor in Atari's new APB. The player portrays Officer Bob in his action-packed pursuit of common law-breakers and hardened criminals.

APB offers . . .

- A unique upright cabinet configuration featuring a compact jump seat for player comfort along with a dynamic overhead attract panel display, complete with flashing lights.
- Numerous detailed animation sequences to add humor and create player involvement with the many characters found in the game.
- Multidirectional scrolling to allow the player to drive in all directions on the screen.
- Player selectable enhancement features that are used to customize the players police car.
- Add-a-coin game continuation and level select features for increased earning power.

Be on the lookout for APB!

© 1987 Atari Games Corporation. All rights reserved

Air Hockey® by Dynamo... Excitement...Strategy... Lightning Fast Action!

Air Hockey by Dynamo gives you all the speed and excitement of the fastest coin operated sport. Get in on the **proven earning power** and long term player appeal of this ever popular game – the new, premium quality table, only from Dynamo.

Another Winner from Dynamo!

- Heavy duty, long-wearing laminate top for speed and player appeal. Easy to clean.
- Player approved goal size and table design.
- Fastest table on the market. Premium blower and rail construction.
- Centerline for tournament play.
- Deluxe mallets and pucks for durability and fast play.
- All plywood cabinet design.
- Electronic scoring with digital readout.
- High impact, polystyrene leg system.
- Easy access to electronics and all parts.
- Twin drop coin chutes.
- Easy removal of goal for service.
- Specifications: Height 31", Width 51½", Length 99½", 910 lbs.

DYNAMO

Dynamo Corporation
2525 Handley-Ederville Road
Richland Hills, Texas 76118
Toll Free (800) 527-6054
FAX (817) 284-7606
(817) 589-7699

Air Hockey™ is a registered trademark of Brunswick Bowling & Billiard Corp.